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The American Perfumer

and Essential Oil Review

PERFUMER
PUBLISHING
COMPANY

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MAY
1922
VOL. XVII
NO. 3



(SEE PAGE 9)

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and ESSENTIAL OIL REVIEW

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CONTENTS

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EDITORIAL	Page
Bad Bill Affecting Associations	92
The Alcohol Problem	92
M. F. A. Asks 75% Finished Perfume Rate	93
Evening Course in Cosmetics Closes	94
Proceedings of Manufacturing Perfumers' Association	95
Outlook for 1922 Business for Perfumes and Toilet Preparations	112
The Flower and the Organic Chemist	114
Correct Thinking in Bottling and Packaging Machinery	117
Activities of Associations, Societies and Clubs	119
Tariff, Alcohol and Perfumes at Washington	121
Joker in Tariff Bill	122
FLAVORING EXTRACT SECTION:	123
Official Report of F. E. M. A.	123
Soda Water Flavors Manufacturers	123
Non-Alcoholic Products Not Extracts	123
Pure Food and Drug Notes	124
TRADE NOTES	125
Patents and Trade Marks	135
Foreign Correspondence and Market Report	138
SOAP INDUSTRY	141
Pending Tariff Bill	141
Fats and Vitamines	141
Liquid Soap	142
Solving the Clarification of Liquid Soap	142
Market Review on Tallow, etc.	143

ACTION, NOT WARNINGS, WANTED

What the American manufacturers affected by the tariff are desirous of is ACTION, not talk. They want also the right kind of action, but any action at all is better than none. There is little doubt in the minds of thinking business men that the comparative slowness of the revival of trade is due more to the seemingly unending juggling of Congress with the Tariff than to any other cause.

On top of this Senator McCumber, chairman of the Senate Finance Committee, issues a solemn warning to manufacturers, workers and retailers "not to try to take advantage of the new protective tariff" by raising the cost of living. Nobody, even in Congress, knows now what the Conference Committee is going to do next Summer with the disputed items. Nobody who may be affected can make plans for future business on such items, without taking grave chances. What is wanted, and has been wanted for a year or more, is not a warning, but action.

M. P. A. CONVENTION IS UP AND DOING

No one can read the abstract of the proceedings of the twenty-eighth annual meeting of the Manufacturing Perfumers' Association, published elsewhere in this issue, without the feeling that the affairs of the association in the past year have been vigorously, conscientiously and wisely administered. This is particularly true of such matters as legislation, sound commercial practice and the tariff. In these matters the association has guarded the interests of American perfumers faithfully and it is not difficult to contemplate what would have been the plight of the industry without this work.

Of the innumerable things that might be commented upon in connection with the meeting, the tariff is generally regarded as the foremost in importance. The feeling is widespread, however, that the tariff is largely a bogey. The conviction persists, and experience seems to confirm it, that in the final analysis neither a high nor a low tariff can absolutely determine the fate of American manufacturers. In any tariff revision affecting our industry the vital consideration lies in the differentials between the rates on raw materials and those on competing finished products. This was most clearly and forcibly explained in a memorandum furnished to the Senate Finance Committee by the Manufacturing Perfumers' Association, the significant parts of which are published on page 93 in this issue. "If the rates

on perfume materials are to stand," the memorandum points out, "the association most heartily favors adequate protection for all domestic producers of these articles—a rate of at least 75 per cent should be placed on finished perfumes." While there can be no certainty as to what will be accomplished there is a strong feeling of optimism in the committee as to the probable outcome.

It may be seriously questioned whether a higher duty on French finished preparations would really dam the volume of these importations. Imported finished perfumes and toilet preparations, like objects of art, are purchased regardless of price, and a higher duty is far more likely to mean higher prices for them than it is to mean diminished sales. If these preparations were of a staple character, such, for example, as salt or iron, where every nation producing them is on an equal footing, a higher tariff would unquestionably close the doors of the American market to them. As this is not the case, the conclusion is inevitable that the salvation of the American perfume industry lies, not in Congress, but in the hands of the American manufacturers themselves.

The suggestion to form local associations in the larger cities to carry on the work of the parent association by means of frequent meetings has much to commend it. By promoting co-operation among manufacturers in various centers and by stimulating discussion of mutual trade problems, such local bodies may do much to supplement the work of the parent association. A frequent tendency of local associations of this sort, inspired perhaps by enthusiasm born of youth, is to go outside of the scope of interests they are best equipped to handle, such, for example, as national legislation. Such activities can only be productive of confusion and embarrassment to the parent association and to the industry. Under well considered articles of affiliation, local bodies, responsible to the parent association would be a distinct benefit to the industry, and their formation should be encouraged.

BAD BILL AFFECTING ASSOCIATIONS

Every association in all of our related and allied industries must be interested in Senator Edge's Congress Senate Bill 3,385, which at last accounts was reposing in the Senate Committee on Commerce. This bill would require that trade associations file with the Federal Trade Commission all statistics collected by such associations relative to production, stocks on hand, prices, etc. The bill would also require that trade associations file with the commission notice of the time and place of all association meetings, and accord to the commission the privilege of sending a representative to all such meetings. Other provisions of the bill would authorize associations to submit their plan of operation for approval or disapproval by the commission. Any plan approved by the commission would be prima facie evidence that such plan is not in violation of the anti-trust laws.

No doubt there may be some associations, very few probably, that need such a drastic curb, in addition to laws now on the statute books. There is not an association in our industries that requires this supervision and operation of such a law would entail hardship, trouble and expense in unnecessary volume upon our associations. It would be a case of persecuting hundreds of law abiding and legitimate asso-

URGES BUSINESS TO "PUT ON STEAM"

Merchants of the country were urged to put on steam and prepare to handle the business of tomorrow by Governor Harding of the Federal Reserve Board, in an address before the Southern Wholesale Dry Goods Association.

Many indications of improved conditions both in this country and abroad were apparent, he declared, and business men should forget the misfortunes of the past and make ready for the opportunities of the future. The situation today, Governor Harding asserted, was in many respects the reverse of what it was at the end of 1919, surplus goods having now gone into consumption and there being a marked reduction in the goods on the merchants' shelves.

"Remember," he said, "that this country of ours has never failed to demonstrate its tremendous power and that the processes of production, distribution and consumption will be continuous as long as humanity endures. Let the merchants exercise their functions as distributors. If business is dull, send out your traveling men; use printers' ink—advertise liberally, but judiciously—and the business that you thus create for yourselves will stimulate production and, by reducing the number of unemployed, will add to the purchasing power of your customers."

ciations for the sake of being able to prosecute more drastically a handful of profiteering outlaws, who can and often are made amenable to the present laws. We do not believe that Senator Edge for a moment would countenance any injustice of this or any other sort and we are hopeful that in the light of the effects that such a law would have upon innocent and legitimate associations he will decide not to press it to passage.

THE ALCOHOL PROBLEM

The supply of a sufficient quantity of alcohol of a quality proper for use in high grade perfumes and toilet waters has been a problem of increasing importance in the United States, especially since the passage of the National Prohibition Act. Prior to that time the alcohol producers were making definite progress in the refining of this essential perfume raw material even though handicapped by taxes, legislation, governmental supervision and such obstacles. A high grade pure alcohol was obtainable which compared very favorably with that to be secured in any other country. Considerable sums were being spent to maintain research organizations which would have made the United States a leader in the art.

Since the National Prohibition Act became effective the conditions surrounding the production, transportation and use of alcohol for lawful purposes have been almost impossible to comply with. The failure of Prohibition enthusiasts to recognize the difference between alcohol used in the lawful industries and that used in the preparation of intoxicating beverages has resulted in rules and regulations causing delays, decreased production and many other items of expense familiar to all in the industry.

The authorization of special denaturing alcohol formulas for perfume and toilet water purposes has afforded considerable relief but at the same time has greatly complicated the situation. Denatured alcohol has placed the supervision of alcohol in a different branch of the Internal Revenue Bureau, has eliminated the tax of \$2.20 per proof gallon and has caused an appreciation of the American perfume

industry. On the other hand denaturants have been suggested and used which lowered the quality of the alcohol. Denaturants have been used which were not compatible with certain combinations of materials used by the trade. Denaturants have been suggested which when dissolved in alcohol could not be handled by the equipment in use by the alcohol denaturers nor shipped in the usual containers without affecting quality. In some cases the alcohol was insufficiently denatured and in others excessive amounts of denaturants have been used.

If the divisions of the Internal Revenue Bureau will foster an open minded attitude towards lawful industry much can be accomplished. The chiefs of the various divisions have expressed their desire to administer alcohol in such a manner that the industries will be satisfied and if suggestions are made to them after proper consideration they will be welcomed. The consideration of Formula No. 39-B will probably lead to suggestions on the part of perfumers to those in Washington. Many have found this formula unsatisfactory as now authorized. Some have suggested that denaturation with 1 per cent of diethyl phthalate would be satisfactory, while others have maintained that $\frac{1}{2}$ per cent of diethyl phthalate used for denaturant would overcome present difficulties in the case of high grade perfumes and toilet waters.

If the Washington Bureau lives up to the attitude so often expressed there is certainly an opportunity for securing the authorization of denatured alcohol entirely suitable for high grade products if such a formula can be suggested. It seems reasonable that a formula of denatured alcohol which will be satisfactory from the many points of view will not be one suggested by the alcohol people alone, nor the Department at Washington, nor by one or two perfumers. The combined efforts and ability of all interested in the industry will be severely taxed in the proper solution of such a problem.

The industry will be served most if those who attempt to make suggestions to Washington will make these few suggestions after collaboration with experts on all phases of the question.

Whether the ultimate solution of the problem will be pure undenatured alcohol under control or a super quality denatured product no one can now say. The denatured alcohol authorized for the purpose, however, should be such that its use in the highest grade products will not affect their quality any more than the use of the best and purest ethyl alcohol which it is possible to produce.

M. P. A. ASKS 75% ON FINISHED PERFUMES

A memorandum concerning the duties on perfume materials and finished perfumery has been submitted to the Senate Finance Committee by the Manufacturing Perfumers' Association. The memorandum was signed by Gilbert Colgate, president, and by A. M. Spiehler, chairman, of the tariff committee. We regret that the imminence of press time prevents the publication of this important document in full, but the following abstract covers it thoroughly:

"We desire to bring to the attention of the Senate Finance Committee the great injustice done to the American manufacturing perfumers in the amending of the House draft of the pending tariff bill. Our very existence depends upon proper 'spread' or differentials between the rates on our raw materials and those upon competing finished products of foreign origin. The House bill pro-

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Manufacturing Chemists

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Yours very truly,

F. K. WINEGARD, General Manager,
COMMERCIAL LABORATORIES, INC.

vided adequate differentials and, therefore, was entirely satisfactory to our industry.

"In converting House rates from the American value basis to the foreign value basis, the Finance Committee increased the rate on the coal tar products used by our industry from 35 per centum ad valorem to 60 per centum; it transferred from the free list ambergris, castoreum, civet and musk to paragraph 56 at 20 per centum; it increased the rate on other perfume materials, not compounds, in paragraph 56 from 35 to 45 per centum and the rate on compounds from 40 per centum to 50 per centum.

"These important changes concerning commodities which represent 80 per cent of our raw materials will add greatly to the cost of our products; nevertheless, the Finance Committee left the rate on competing finished perfumes exactly as it was in the House bill and exactly as it is in the Underwood-Simmons tariff law.

"In view of these facts, we earnestly insist that if the rates on perfume materials are to stand—and we heartily favor adequate protection for all domestic producers of these articles—a rate of at least 75 per centum should be placed upon finished perfumes. In this connection we beg to call your attention to the following important considerations:

"1. If objection is made to an ad valorem rate in excess of 60 per cent, the obvious answer is that the duty on finished perfumes of foreign origin may very properly be fixed as high as the scientific revenue point which, in the case of these commodities, is probably higher than that of almost any other article covered by the tariff. A large quantity of these goods will continue to be imported at any rate of duty Congress may fix. There are numerous ad valorem rates in the pending bill as high as 75 per cent, the figure we urge for finished perfumes, while there are many instances of compound rates running up to 200 per cent or more.

"2. The rate on finished perfumes under the Senate bill is exactly the same and is figured on exactly the same valuation basis as that of the Underwood-Simmons law; yet under this law there has been an increase in imports of finished perfumes of no less than 140 per cent in the past eight years, basing the comparison on declared values. Considering the depreciated currency in which these importations are recorded and bearing in mind such statistics of quantities as are available, it is apparent that the increase during the eight years referred to has been nearer 400 per cent. (Official statistics of imports of

finished perfumery for the years 1913-1921 were appended).

"3. The increase in the imports of finished perfumery has been accompanied by a more or less reduction in the imports of raw materials. (Reasons for the impossibility of presenting detailed figures showing this tendency were given.)

"4. The Finance Committee has changed practically all the ad valorem rates of the House bill from an American to a foreign market value basis but has made no corresponding increase in the rate on finished perfumes. If the conversion formula usually employed had been applied to the duty on finished perfumes it would have carried the rate on our products far above 100 per cent. Manifestly the differential between the rates on perfume materials and finished perfumes granted by the House can only be maintained by a substantial increase in the rate on finished perfumes. If this is not conceded, the changes from American to foreign value basis made by the Finance Committee will mean nothing short of disaster to our industry.

"5. The necessity for an adequate differential in the Senate bill is emphasized by the fact that under its terms an embargo is imposed upon a number of our raw materials. (It is then pointed out that French perfumers being located at the base of supply for the bulk of their raw materials have a most important advantage over us and this emphasizes the necessity for an adequate protective duty for finished perfumes.)

"We therefore submit that our request for an ad valorem rate of not less than 75 per cent on finished perfumes is not only reasonable per se but is absolutely necessary for the existence of our industry in view of the rates which the Finance Committee has applied to our materials."

EVENING COURSES IN COSMETICS CLOSE

The evening courses in the manufacture of cosmetics and perfumes conducted by Professor C. P. Wimmer at the Columbia University College of Pharmacy have just been closed for the season. The final examinations were held on Tuesday, May 1, and certificates will be awarded to those who have attended 80 per cent of the time required and who have passed a satisfactory examination.

These courses have grown steadily in popularity. During the past season no less than 48 students registered, among them men well-known in the trade. We find on the roster such names as Van Allen Clark, Dudley D. Grant, M. Pasquier, J. H. McNamara, F. De La Garza, H. Nagayama (Tokio) and others of equal standing.

It is Professor Wimmer's constant endeavor to make the course of increasing usefulness to the students by strengthening the practical part of the instruction. The lectures and demonstrations given by practical men have proven to be of great usefulness and benefit. Mr. Robert Gerstner (The Oil Products Company) delivered an illustrated lecture on the various types of machinery used in filling bottles and tubes with liquids and pastes. About 35 lantern slides were shown of various mixers and fillers. Mr. A. L. Van Amringen delivered a lecture on "Practical Perfumery." This lecture proved of extraordinary interest and Mr. Van Amringen received a hearty ovation for his interesting address. After the lecture the students gathered at the lecture platform and asked many questions which were readily answered by the lecturer.

Professor Wimmer feels much encouraged by the cordial support he has been receiving from the trade. Messrs.

PROHIBITION VS. TEMPERANCE

(By the Rt. Rev. Mgr. Guayaquil.)

I have studied the American Nation from the standpoint of one of your adopted citizens. I have studied your present plight of trying to revive normalcy. In New York I have studied your crime wave. In a nutshell I can put the blame on the people who have enforced *absolute prohibition* when *temperance* is to be desired and observed in everything. Temperance would not have hampered your industries and would have permitted the Nation to resume its normalcy soon after the war ended. It is difficult to make people believe it really is a crime to do things by which a Government has profited and benefited for all of the time that this Republic has existed.

Fritzsche Bros have donated a splendid set of specimens consisting of natural and artificial oils, concretes, etc.; the Leigh Mfg. Co. a full set of their products; Messrs. Strahl and Pitsch a set of waxes used in the manufacture of cosmetics.

The next term of instruction will begin on Tuesday, October 3, 1922. A considerable number of inquiries point to an even larger class than enrolled this past session. In view of the very crowded conditions which obtain in the College of Pharmacy, it may become necessary to limit the number of students which can be admitted. Those desiring to enter are advised to register as early as possible. They can do so by writing to the Registrar of the College of Pharmacy, 115 West 68th street, New York.

HIGH COURT PROTECTS COMPETITOR

Contracts of manufacturers with retailers which prohibit the latter from handling the products of a competitor violate the Clayton Anti-Trust act, the United States Supreme Court ruled on April 10. The suit involved contracts of the Standard Fashion Company, dealers in patterns, and was brought by the Macgrane-Houston Company of Boston.

The decision is a victory for the Government inasmuch as the Federal Trade Commission has filed similar suits against concerns which are binding retailers to the same kind of contracts.

PROTECTING AMERICAN CAMPHOR

Strong opposition is being raised to a provision in the Tariff Bill which would tend to help the long existing and thoroughly well-known Japanese camphor monopoly. From time to time our columns have borne witness to the fact that this monopoly, fostered and practically a part of the Tokyo Government, actually has allotted to the various countries how much camphor may be used in their industries or otherwise for specified periods. All other things being equal there might be no objection, but the Tariff Bill as now worded practically gives free entry to Japanese camphor for a long time to come, while American manufacturers are building up the synthetic industry. Large plants are being erected by the Monsanto and smaller ones by other companies to supply the ever increasing demand for camphor. It goes almost without saying that if these enterprises are to have no protection until they can satisfy the President of the United States they are producing 2,000,000 pounds annually the Japanese will have a gold mine and the Americans will face great obstacles. There is absolutely no justification for such situation.

PROCEEDINGS OF THE MANUFACTURING PERFUMERS' ASSOCIATION OF THE UNITED STATES

Twenty-eighth Annual Meeting, Biltmore Hotel, New York, April 25, 26, 27, 1922



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(First Vice-President)



GILBERT COLGATE
(President)



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(Second Vice-President)



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Secretary and Treasurer—C. M. Baker, New York.

Executive Board—1923, D. H. McConnell, New York; A. M. Spiehler, Rochester, N. Y.; V. C. Daggett, New York City; F. N. Langlois, Boston; H. Henry Bertram, New York City; John A. Handy, Buffalo, N. Y.; F. C. Adams, Cincinnati; 1924, Howard Goodrich, Omaha, Neb.; William A. Bradley, New York City; 1925, Francis W. Jones, Chicago; William L. Schultz, Hoboken, N. J.

The twenty-eighth annual meeting of the Manufacturing Perfumers' Association of the United States was held in the Hotel Biltmore, New York City, April 25, 26 and 27. The meeting was a record one in attendance and in the discussion of problems confronting the industry. The program was wide in its scope and both the business sessions and the entertainment features were full of interest and were much enjoyed. Francis W. Jones presided at the sessions with his usual courtesy and discernment, and succeeded in keeping

the discussions at a high pitch of interest at all times.

President Jones then called Vice-President Warren to the chair and reviewed the year's work.

ANNUAL ADDRESS BY PRESIDENT FRANCIS W. JONES

Following our last annual meeting obstinate problems succeeded each other with startling rapidity. The solving of these problems emphasizes most emphatically what a constructive force applied to a common cause can accomplish. At times destructive political tendencies seemed to jeopardize the association's entire welfare, and as we review the service of those who, without any compensation other than your gratitude and approval, assumed the obligation of safeguarding your interests, we marvel at their success and feel under lasting obligation to them, more especially to members of the Legislative Committee, the Tariff Committee, and our indefatigable secretary.

OTHER ACTIVITIES OF THE ASSOCIATION

During the past twelve months members have been kept fully advised of the activities of the association by bulletins issued from time to time. Some of the important results of the year's work are:

A revised and practical working formula of Brucine Sulphate;

Allowing the importation of perfume materials derived from natural products, previously prohibited under the Embargo act;

Elimination of the Embargo act itself by the House of Representatives and the renewal of protests against the reinstatement of the Embargo act by the Senate Finance Committee;

Opposition to and defeat of Senator Calder's proposal for an increase in the tax on non-beverage alcohol from \$2.20 to \$6.40 per gallon;

A modification of the rules and regulations, eliminating the necessity of attaching formulae and samples of perfumes and toilet waters to applications for alcohol permits;

A revision of formula for denatured alcohol admitting a reduction in the bond risk, and effecting not only a considerable saving in premiums, but relieving members from the odious necessity of paying tribute to the so-called "Bond Trust," which had arbitrarily advanced the rate of bonds to an unreasonable figure under the pretense of having to assume an added risk through the possible perverted use of alcohol, a supposition which, of course, was purely imaginary;

Removal of restrictions as to proof of alcohol used in denaturing compounds, permitting use of 192 proof in lieu of 190, thus improving the grade of denatured alcohol to the advantage of perfumers as well as our associate members the distillers.

FOREIGN COMPETITION

Foreign competition is exercising a depressing and pernicious influence on American trade. It is encouraged by the prevailing low rate of exchange and the desire on the part of retailers to use imported goods as an alluring bait for those who entertain the delusion that the word "imported" is a synonym for quality, while, in reality, such artificial prestige exists only in popular imagination. While this foreign trade showed an increasing tendency up to the middle of the year 1920, immediately thereafter there was an apparent decline in face powder imports which indicated a corresponding drop in the esteem of that part of the public which associates price with quality. As a matter of fact the tide is rapidly turning in favor of the better grade of American products. There is no reason why the United States cannot and should not excel in the production of perfumes.

FOREIGN TRADE

The experience of the past year justifies the belief that the world trade opportunities are even greater now than they were in the early post-war period. The Department of Commerce of the United States, convinced of the excellence of American products, is doing its best to stimulate export trade. Unfortunately, its efforts have not been altogether successful on account of the lack of unprejudiced banking connections in foreign trade centers, which, in many instances, makes the handling of collections against documents without discrimination in favor of competing countries uncertain. Instances have come to light where American documents and collections have been treated with shameful indifference by foreign banking interests. With additional support upon the part of American bankers, there is no reason why American industries should not secure the lead in international trade.

We are the largest producers of foodstuffs; of implements for economy of production; of vehicles for pleasure; of minerals for industrial purposes, and motion pictures for social enjoyment—in fact, of everything required for the happiness and comfort of a great nation. Our pre-eminence in other fields should give us confidence in our ability to dominate the world's market in our own industry.

REGISTRATION OF TRADE MARKS ABROAD

The importance of obtaining the proper registration of trade marks in foreign countries cannot be lightly passed over. On account of the varied trade mark conventions, such as the Buenos Aires and Berne treaties, as well as special treaties existing between the United States and other countries, it is advisable that manufacturers proceed with exceptional caution in the protection of their foreign rights.

MENACE IN RETURN OF GOODS

The trade recession following the nation-wide deflation of

business and the so-called "buyers' strike" affected every line of production and has gradually led to the exhaustion of stocks in the hands of retailers. During the latter part of 1921 and the first three months of this year the retail trade discontinued the placing of orders for future delivery. New purchases, limited in quantity, were confined to well established brands, the turnover possibilities of which were beyond question.

The most unfortunate feature of the retail situation was the almost universal practice of returning surplus merchandise to manufacturers, with the option of accepting the goods or submitting to retail price cutting, the most pernicious of commercial practices, because it leads both the trade and the public to the conclusion that the reduction in price carries with it a corresponding decline in quality.

With faith in the purity and excellence of American toilet preparations fully established, the future growth of our industry at home and abroad is bound to be phenomenal. A New York newspaper recently printed the statement that approximately 35,000,000 American persons are regular customers of perfumes and cosmetics. This means that less than one-third of the country's population is as yet accustomed to the use of preparations which, more than anything else, contribute to the well-being and comfort of a civilized community. It also suggests that the seeking of new business is contingent upon the education of consumers to the proper use of cosmetics.

RECOMMENDATIONS

As to trade tactics, it appears that the stability of the association depends upon its non-interference with the personal privileges and policies of its members. Such interference might constitute a peril to the organization at large, unless the membership included all competitors in the field.

The recent experience of individual efforts to stop the return of goods indicates that we are gradually drifting backward in our trade relations with each other and with the dealers. Concerted action backed by legislative or administrative authority, with a 100 per cent representation of competitors, would indeed be a national blessing, not only to the manufacturers, but to the dealers, in all lines of merchandise, giving to each an equal advantage without discriminative concessions. Well established customs, honestly observed, would redound to the advantage of the trade in general by eliminating inequality of investment and inventorial liability, and at the same time protect the Government from a possible evasion of inventory valuation. However, it is not likely that these results can be obtained until all those interested constitute a unit membership.

LEGISLATIVE SUGGESTIONS

The capital stock tax on corporations now levied under the provisions of the Federal revenue law is not only unjust, but discriminatory, because it exempts partnerships and individuals engaged in business from the payment of a similar tax. Its repeal is recommended.

The suggestion that the money needed for the payment of a Soldiers' Bonus be raised by means of a sales tax is a matter for immediate consideration. If the sales tax should take the form of a manufacturers' tax, it would prove a heavy burden on industrial enterprise. A consumers' sales tax, on the other hand, might not seriously affect general business conditions.

The Hoover Conference.—At the so-called Hoover conference on April 12 several matters of importance were discussed. We are opposed to investing the Federal Trade Commission agency with the authority to prescribe what we may or may not do. We insist upon the unrestricted right of working out a program adapted to our peculiar interests—such as raising the standards of business ethics and reducing, if possible, the costs of production and distribution, and combating the tendency toward deception in branding at the penalty of exposure.

Collection of Statistics.—The importance of collecting authentic statistics for purposes of record and dissemination among association members now is fully recognized by the leading American trade organizations and the knowledge of essential facts never having been more necessary to the successful conduct of business I suggest the establishment of a statistical department within this association.

BUSINESS REVIVAL

Economically, financially and commercially the country is in excellent shape. The basic industries have taken their losses and disposed of a considerable portion of their surplus products. In the Western states frozen credits are being thawed out with gratifying regularity. Money which, only a short time ago, kept itself in hiding is now seeking investment on a basis that is destined to put new life in the entire productive machinery of the nation.

Since the beginning of last December the rise in the prices of farm products—grain, live stock, cotton, etc.—has increased the wealth of the country's farm population to the extent of \$1,500,000,000. Much of this suddenly found capital is already finding its way into the channels of trade. Unemployment, which has had a depressing effect on business ever since last July, is no longer a serious problem. The cost of living is steadily decreasing in all the industrial centers. With the exception of the American Federation of Labor and the railroad brotherhoods, labor has accepted a cut in wages averaging about 22 per cent. Piece work has been restored in many plants which, during and after the war, were compelled by governmental orders to introduce weekly pay schedules. With the return of piece work, production has been increased in many factories and increased production has led, in most instances, to higher pay for the workers.

Lower Money Rates.—Early in 1921 industrial and utility corporations in need of capital had to pay anywhere from 8 to 10 per cent interest on bond or note issues. Now, funds are obtainable at 6 per cent. Commercial loans can be negotiated at quotations that no longer smell of usury. The Government of the United States, which, in 1921, paid 6 per cent interest on its certificates of indebtedness, now can get all the money it wants at 3½ per cent. The Bank of England has reduced its discount rate to 4 per cent. Liberty bonds have risen from 85 early in 1921 to practically par.

With plenty of funds available for business purposes, and with the public beginning to buy more liberally, there is ample justification for the prediction that the year 1922 will usher in a new era of good times. There will be no boom, but a revival built upon a foundation strong enough to carry the superstructure of prosperity for a long time.

A Record Without a Flaw.—There is no reason why our industry should not get its full share of the benefits in prospect. This association has striven faithfully to make its influence felt. Its affairs have been conducted with no other aim in view than that of making it a power for good in the commercial world, and of genuine service to the millions who use its products. We have endeavored, in every emergency that arose during the year, and in the settlement of every problem that confronted us, to act for the best interests of the entire membership and are gratified by the knowledge that we have accomplished collectively many important things that could not have been brought about by individual effort.

The President then read a memorandum in which he referred to statements which had been published by another journal that the association had not done sufficient work in the direction of tariff matters and transportation and freight rates. He continued:

For the information of those who may be misled by the statements circulated, I wish to remind you that our Tariff Committee, consisting of Mr. A. M. Spiehler, chairman; Dr. Harry C. Wright, C. G. Euler, Christian A. Beilstein, and Gilbert Colgate, began its work in November, 1920, at which time about a week was spent in conferring with the various interests. Therefore, we started out and continued along thereafter in perfect harmony. That condition is probably chargeable to the diplomacy and tact of our committee. Those who are somewhat acquainted with the facts are aware of the vast amount of work involved in preparing a new classification of distilled and essential oils, with especial reference to primary and unbottled products and those of mixtures.

So you see, gentlemen, they have been fair in every endeavor and every thought. The interest of no branch of the business has been neglected. We proceeded without any special motives, and have given special thought to the encouragement of protection of products in this country, and, at the same time, we have expressed the hope that they

may be used on account of their quality, in preference to the imported articles. I have taken, therefore, occasion to review the subject very briefly, just to set your minds right, and get you to think in the right direction. I hope that the subject may be considered more fully in connection with the report of the Tariff Committee.

TRANSPORTATION PROBLEMS

We have been without a Committee on Transportation, and that was a matter that gave considerable concern to your organization in the year 1920, with reference to the disposition of the railroads to entirely eliminate commodity rates to the interior of the United States and especially on the Pacific Coast.

That gave you gentlemen located in the Eastern part of the country considerable concern, as they proposed to deprive you of the right of making carload shipments to the large distributing centers in the West, where the rates were very high, almost prohibitive, and, of course, the higher they go the harder it is to compete with foreign countries entering the United States from the Pacific Coast end of the country. This has given us a great deal of thought and a great deal of work.

The railroads thought that they were justified in eliminating these commodity rates, and applying less than carload rates, which they proposed in the hope of getting more revenue to sustain the operation of the railroads.

In our opinion their efforts were misapplied, and they should have begun on the other end, and given thought to a decreasing of the cost of transportation rather than putting greater burdens upon their sources of revenue.

Commodity rates on drugs to the Pacific Coast (and to intermediate points) prior to November 15, 1921, included the following items of interest to manufacturers of toilet preparations: Face creams, tooth paste, tooth powders, tooth washes, toilet powders (face powder) and witch hazel.

On November 15 there was added to this group: Perfumery and toilet water.

The less-than-carload rates on these commodities had previously been first class.

The commodity rates effected a reduction of \$2.00 per 100 lbs. to California points, and, in their application to intermediate points a considerable reduction throughout Utah, Wyoming and Idaho.

It was through our persistence that we have not only maintained these commodity rates, as they were before, but we have added to the various commodities the privilege of shipping and including additional articles in the cars. We have effected a saving of about \$2.00 per 100 lbs. to those who want to avail themselves of this privilege. The articles that were added are perfumery and toilet water.

REPORT OF THE SECRETARY AND TREASURER

Secretary Baker's annual report showed the membership to be at present: 107 active, 89 associate, and 5 honorary. The active membership increased by 5 and the associate membership decreased by one during the year.

ACTIVE MEMBERS

The following firms have been elected to active membership:

French Cosmetic Mfg. Co., New Rochelle, N. Y.
Ferd Y. Hopkins & Son, New York.
Spencer Perfume Co., South Bend, Ind.
Vail Brothers, Philadelphia, Pa.
The Garwood Co., Philadelphia, Pa.
Bauer & Black, Chicago, Ill.
The Kolynos Co., New Haven, Conn.
Peet Bros. Mfg. Co., Kansas City, Kans.
Martha Matilda Harper, Rochester, N. Y.
J. Eavenson & Sons, Camden, N. J.
Citizens Wholesale Supply Co., Columbus, O.
Western Laboratories, Inc., Chicago, Ill.

During the year the following active members have resigned: Associate Pharmacists, Imperial Hygienic Co., Schandain & Lind Co., F. F. Ingram Co., Barclay & Co., The Remmers Soap Co., D'Ormo Co.

ASSOCIATE MEMBERS

The following firms have been elected to associate membership:

The Owens Bottle Co., Toledo, Ohio.
New England Collapsible Tube Co., New London, Conn.
Pictorial Paper Package Corp., Aurora, Ill.
Shipkoff & Co., New York.
The Cosin Co., New York.
Lautier Fils, Grasse, France (American Branch: 47 Cliff St., New York City).

Tombarel Freres, Grasse, France.
The following associate members have resigned: Bennett & Davis, Inc., E. Loesser Mills, Chas. V. Sparhawk, Inc., Geo. V. Gross & Co., Greenduck Co., Henry Kayser & Fils, Donald Wilson, S. B. Penick & Co.

Mr. Baker then described the registration list of trade names and trade marks used in the industry kept on file by the association, the credit information exchange and other services rendered by the association. As Treasurer, Mr. Baker showed that the finances of the association are in a wholesome condition.

President Jones appointed the following committees:
Resolutions—Northam Warren, chairman; C. M. Baker, F. C. Adams, Warren E. Burns and D. H. McConnell.
Audit—G. A. Pfeiffer and John A. Handy.
Nominations—Adolph Spiehler, chairman; F. C. Adams, D. H. McConnell, W. L. Schultz and W. M. Hyde.
Tellers—W. A. Walsh, W. M. Hyde and W. H. Green.

REPORT OF COMMITTEE ON IMPORTATIONS

Secretary Baker submitted the report of the Committee on Importations, which follows:

Total imports of perfumery, cosmetics and other toilet preparations during the calendar year 1921 amounted to \$4,865,000. This figure shows an increase of \$900,000, or 23 per cent over 1920.

A brief analysis of these figures may be interesting. We find that the importations of alcoholic perfumery, cologne, toilet waters, etc., for the year 1921 as expressed in dollars shows an increase of about 5 per cent over 1920, and as expressed in pounds they show a decrease of about 30 per cent. The importations of perfumery and articles of perfumery not containing alcohol as expressed in dollars show an increase of approximately 60 per cent and as expressed in pounds an increase of 30 per cent.

The importations of other toilet preparations generally known as cosmetics, such as face powders, talcum powders, rouges, etc., as expressed in dollars, show an increase of 25 per cent and as expressed in pounds an increase of 10 per cent.

There is no escaping the fact that the above figures show very distinctly that our foreign competitors have been making great progress during the last year. When we consider that the importations of non-alcoholic perfumery have increased in valuation 60 per cent and the importations of face powder and such articles have increased in valuation 25 per cent the situation looks serious.

I believe that very few of our members can show any such increases in any branch of their business as the above figures indicate. If the American people in a year like 1921 could have spent all that additional money for handkerchief extracts, face powders and rouges, the American manufacturers should certainly have succeeded in getting more of that money than these figures of import value would indicate.

In classifying importations on soap, the Bureau of Foreign and Domestic Commerce divides it into two varieties: Castile soap and all other soaps. The importations of castile soap for the year 1921 show a decrease in valuation and in quantity of almost 50 per cent over 1920. The importations of all other soaps for last year show an increase in valuation of 25 per cent and in quantity of 50 per cent.

Our associate members may be interested in figures covering the importation of distilled and essential oils other than lemon oil. The importations from 1920 were \$8,000,000—an increase of 25 per cent over 1919. The valuation of importations for 1921 was \$3,400,000—a decrease of 57 per cent from 1920.

Although this committee is supposed to confine itself to statistics regarding importations, it was felt that the members might be interested in the following brief information regarding exports of our manufacturers. During 1919 the

exportation from the United States of perfumery, cosmetics and all toilet preparations amounted to \$7,300,000; in 1920, \$8,700,000, an increase of 20 per cent; and in 1921, \$4,700,000, a decrease from 1920 of almost 50 per cent. Even last year, however, our exportations were three times as great as they were in 1914.

In 1919 the exportation of toilet or fancy soaps amounted to \$6,000,000—in 1920 approximately \$6,000,000—and in 1921 \$2,800,000—a decrease of over 50 per cent.

REPORT OF SPECIAL TARIFF COMMITTEE

Adolph Spiehler, of Adolph Spiehler, Inc., Rochester, N. Y., submitted the report of the Special Tariff Committee, which follows in part. (That part of the report relating to the Tariff bill, which is a matter of record and which was published in news despatches, particularly in our last issue, is omitted.)

Since the writing of the report we have found some question has risen in the mind of some of the members, and the question has been put on three or four occasions, why it was that the Tariff Committee did not seek to get a high rate of duty upon the finished product. All of our discussions and all of our work has been based on the provisions included in the House Bill, and, as you will recall, the rates of duty in the House Bill were all fixed on an American Valuation plan, and if you go back to our records of a year ago we decided to abide by the American Valuation plan as applied to the finished product, and that if the American Valuation plan would raise the duty sufficiently high, that the 60 per cent rate would be protection enough, and now that the American Valuation plan has been changed it puts an entirely different face on the matter.

The House Measure as passed included practically all of our recommendations, and, as a whole, was entirely satisfactory. The principal exceptions being a higher rate of duty on aromatic chemicals and compounds. All materials suggested for entry free of duty were adopted with exception of the floral waters.

The bill as amended now contains many very important changes, if adopted the new higher rates will greatly increase the cost of producing our goods in this country. (These were given in detail on pages 51, 52, 53, 54, 55 and 56 of our April issue.)

Your committee has made numerous trips to Washington to interview Congressmen and Senators; have filed different briefs with the Ways and Means Committee, Senate Finance Committee as well as individual members of both Houses. In fact, everything has been done to have the rates of duty imposed as instructed by the Executive Board.

The rate of 25 per cent ad valorem on all compounds or mixtures was recommended because it was thought that they logically should pay a higher rate as more skill is required in their preparation. That branch of our industry engaged in producing synthetic perfume materials in this country would receive a substantial amount of additional protection for the reason that the oils which are used in the manufacture of synthetic products are transferred to the free list, and therefore made available at lower cost and a further addition of 5 per cent was considered a fair differential.

It is well to call your attention to the growing and ever increasing importations of foreign alcoholic perfumery and toilet preparations. Will just as an example give you the figures at the beginning of the war and those of last year.

1914	301,443 lbs.	\$771,758.00	or about \$2.56 per lb.
1921	1,774,025 lbs.	\$3,639,951.00	or about \$2.05 per lb.

To make two comparisons it must be remembered that in 1914 the franc value for dutiable purposes was computed at the gold standard rate, .193, and during 1921 the exchange rate was only about one-third of the gold standard, or about .06, so to obtain correct comparison of the real importations in this country last year we must multiply the 1921 importation figures by at least three, or a true value of imports amounting to \$10,919,853.00; while the number of pounds imported in 1921 were practically then six times as great as were imported in 1914, the value, even at the reduced exchange rates was five times as great, but we concede that the prices of foreign goods were not lowered but to the contrary were raised in price in the country of production so that we must contend that our high figures for comparisons at least are correct. Remember, the figures given do not in-

clude cosmetics and toilet preparations, but only perfumes, toilet waters and alcoholic toilet preparations.

With such conditions existing how can the American perfume industry grow or even maintain its own under such taxes of duty as are being proposed in the bill before the Senate when you consider that aromatic chemicals are to be assessed 45 per cent ad valorem and the compounds at 50 per cent ad valorem and 40 cents per pound. We are all dependent upon these two classes of products, and I doubt if any other industry is called upon to try to do business under such a small differential of rates by allowing the foreign finished products to come into this country at 60 per cent ad valorem, and 40 cents per pound, or the small difference of 15 per cent on the primary or basic products and only 10 per cent on the mixtures or compounds. This appears to be a rather embarrassing state of affairs for the perfume industry.

We would like to file the following statement of the value of cosmetics and toilet preparations, including tooth pastes, powders, etc., imported into this country in the years indicated:

Year	Pounds	Value
1913	\$1,026,369.00
1914	1,086,211.00
1915	1,542,131.00
1916	1,271,614.00
1917	1,702,939.00
1918	1,502,713.00
1919	817,171	1,549,184.00
1920	903,275	455,691.00
1921	399,657	410,854.00

REPORT OF COMMITTEE ON LEGISLATION

Gilbert Colgate, of Colgate & Co., Jersey City, presented the report of the Committee on Legislation. It follows:

Duties of an exceedingly arduous character devolved upon our legislative committee last year; in fact, in no previous year since the association was formed have we been obliged to devote so much attention to federal legislation. The fact that up to the present time all our legislative problems have been resolved to the entire satisfaction of our trade is a matter of much gratification to the members of this committee and we trust to the entire membership of the association.

Three measures of far-reaching consequence to our industry have been under consideration by Congress during the past year. We refer to the so-called Willis-Campbell bill, the Internal Revenue revision bill and to the comprehensive measure known as the Fordney-McCumber bill, providing for the revision of the schedules of the Underwood-Simmons tariff law and the administrative provisions of that statute.

Your committee deems it important, however, to say a few words with respect to the so-called Willis-Campbell act because of the ever present danger that some of the obnoxious features of this measure which we were able to eliminate before its final passage may again be brought forward in Congress. We refer especially to that provision of the bill as presented to the House Judiciary Committee which made it obligatory upon manufacturing perfumers to cause the alcohol employed by them in the manufacture of perfumery to be "pre-medicated" in bonded warehouse by the addition of a part or of all of the ingredients used in the production of perfumery before withdrawing the spirits from bond. The effect of this provision if enacted into law would be to compel perfumers to carry on some of the most difficult and delicate of their processes in a bonded warehouse, possibly at great expense and distance from their manufacturing plants and under the supervision of persons wholly ignorant of the perfume industry. This measure was advocated by the representatives of the anti-saloon league for the purpose of preventing the divergence to beverage uses of alcohol withdrawn for the manufacture of perfumery and toilet articles. The advocates of the legislation knew nothing of our problems and could have but a slight notion of the extent to which our industry would have been demoralized if this provision had been adopted. One of the most fortunate results would have been the practical repeal of the law under which we are now enabled to procure tax-free denatured alcohol. This would have been a calamity and would have been a long step backward in the campaign we have made for so many years in the effort to free from

unnecessary burdens the use of non-beverage spirits which are employed by us as an absolutely essential chemical raw material.

I am glad to be able to advise you that with the co-operation of the drug and other interested trades we were able to prevent the adoption of the so-called premedicated provision; also to eliminate from the bill several other drastic features inimical to our industry. As finally enacted, the bill imposes no burdens upon the trade. We should be reminded, however, that the same interests that urged these measures as amendments to the Willis-Campbell bill are still active in Washington and may be counted upon to renew their attacks whenever opportunity offers.

While the use during the past year of tax-free denatured alcohol in our industry has been described in detail in other reports and elaborated in what has proven one of the most interesting discussions of our annual convention, we deem it proper to record the fact that our basic regulation allowing us to use denatured spirits free of tax has since been elaborated through the authorizing of additional formulas and alcoholic denaturing agents. It was not to be expected that so revolutionary a change would be accomplished without some confusion, but the official records showing alcohol withdrawals now bear undeniable testimony to the fact that our members have very generally availed themselves of the use of denatured spirits and are effecting important economies as a result thereof.

REPORT OF COUNSEL

Abel I. Smith, counsel for the association, gave a summary of the work carried on by his office. He said that there was some apprehension as to how far the government would go in the matter of trade organization since the Hardwood lumber case decision was handed down. He said that where associations of standardized commodities have been reporting to the secretary the prices at which they have made sales, not as to future transactions, they are not violating the Sherman anti-trust law.

REPORT OF WASHINGTON REPRESENTATIVE, MR. W. L. CROUNSE.

MR. CROUNSE: MR. PRESIDENT AND GENTLEMEN: In looking back over the year that has passed since we met in this place it seems incredible that all the extraordinary experiences we have encountered and the many important campaigns we have undertaken should have been crowded into twelve short months. There is no disputing the record, however, nor the fact that in all the movements undertaken by us concerning measures which have been completed during the year, we have scored genuine victories while in controversies still pending we have made steady progress with an excellent promise for ultimate success; that refers more particularly to the tariff, which is in a very favorable position so far as our interests are concerned today.

It is only possible, in the time I am at liberty to consume today, to sketch very briefly the record of the year, and to say a few words about such important matters as—

The so-called Willis-Campbell supplemental prohibition act, which seriously threatened our industry but which was finally amended so as to fully safeguard our interests;

The Internal Revenue revision law of November 23, 1921, which in its original form imposed intolerable burdens upon our members, which happily we escaped;

The pending tariff bill, which is still before us but with a prospect that its provisions will ultimately be fitted to our needs;

The development of a denatured alcohol policy for our industry, which, in a single short year, has saved our members more than a million dollars;

The authorization of high-proof 192 degree alcohol for denaturing formulae; and

The defense of our right to employ the floating permit for the procurement of alcohol.

Contemporaneously with the attention given to these matters of the highest moment, it has been necessary at all times to exercise the greatest vigilance and industry in protecting our individual members and in obtaining for them as promptly as possible the fullest consideration at the hands of the federal departments, especially the divi-

sions of the Internal Revenue Bureau charged with the enforcement of the prohibition law.

TARIFF BILL

I shall touch lightly on the pending tariff bill as the subject will be more fully handled by Mr. Spiehler, chairman of the Tariff Committee. The wisdom of the policy we adopted at the outset of taking this matter up in a broad way, having a representative tariff committee appointed, instead of leaving the matter entirely to the Board of Directors has been fully justified by the developments. Your Tariff Committee has been constantly in touch with the membership. We issued questionnaires to the members, and I am glad to say that we have been able to retain a substantially united front on all the matters of material importance to us. We met with gratifying success in the framing of the perfumery provisions of the House Bill, and we had at the outset the great advantage of the co-operation and assistance of the Tariff Commission. They were very considerate and talked over with us all of our problems, and put their data at our disposal. The House Bill was more satisfactory to us than the present form of the Senate Bill, but the latter bill is still subject to amendment and we are very hopeful of the results.

We had, to begin with, in the House Bill, no embargo. The House rejected the recommendation of the Ways and Means Committee proposing an embargo. The House Bill put our leading essential oils on the free list. However, the Senate Committee has attacked the tariff from a somewhat different angle, seeking additional revenue. The proposition was at first that there should be an increase in the revenue produced by this bill from \$350,000,000 to \$750,000,000, but I think that the Senate Committee would now be glad to get \$500,000,000 and that is one reason why they shifted the essential oils from the free list to the dutiable list. We protested, and I am glad to say that when the Committee reported the bill the other day, they put the oils back on the free list. However, there is plenty of time for further changes to be made, as the bill will be pending for six or eight weeks, subject to amendment, and beyond that it is referred to the Conference Committee appointed to harmonize the divergent provisions of the Senate and House drafts, so that, up to the last minute, if the action taken by the House is regarded as more satisfactory than the Senate Bill in its latest form, we have an opportunity to secure practically everything we are asking for.

I have had unusual opportunities to follow the tariff in Washington in past campaigns, and I do not know of any industry having the big problems that have confronted us that has met with greater success than we have in securing a fairly satisfactory adjustment both in the treatment of our raw material duties, and the duties on the finished products.

The bill will probably remain in conference for a longer period than in the case of any preceding tariff revision, and that is due to the fact that the two great principles underlying the bill, namely, the embargo and the so-called American Valuation plan, are going to be diversely acted on by the two Houses. The House insisted on the American Valuation plan as the basis of invoice values and struck out the embargo. The Senate Finance Committee struck out the American Valuation plan in the present form of the Bill, and substituted what is substantially the present method of basing invoices on foreign market value in usual wholesale quantities on date of shipment. They have, however, restored the embargo in a modified form for a limited period, and the bill will pass the Senate probably in that form. Thus when the bill comes up before the Conference Committee, they will have these two big fighting points, namely, the embargo and the American Valuation plan, and it is hardly likely that the tariff will become effective much before the end of the current fiscal year, which will be June 30.

I want to call special attention to the campaign that we were forced to make concerning the so-called Willis-Campbell Anti-Beer Bill.

WILLIS-CAMPBELL ANTI-BEER BILL

Soon after the last Convention, the Willis-Campbell Anti-

Beer Bill was taken up by the House Judiciary Committee (H. R. 5033 introduced April 25, 1921.) While drawn presumably to prevent physicians from prescribing beer, it prohibited the use of wine, brandy, and any other intoxicating liquor other than alcohol in the manufacture of medicine. It required that "all liquor used in the manufacture of any article shall have added to it some component part of the finished article to render it as nearly as practicable unfit for use for intoxicating beverages before being removed from the distillery or other bonded warehouse, unless it is clearly established to the satisfaction of the Commissioner that to do so would substantially interfere with the compounding and manufacturing of such articles." It required applicants for permits to publicly post their applications as though they were about to engage in some nefarious business and it brought all permit holders under the joint jurisdiction of the Commissioner of Internal Revenue and the Attorney General, thus putting them in an intolerable position subject to unlimited annoyance from an army of political deputies. That is a relic of the old rum selling days when if a man wanted to establish a saloon on the corner, he had to get the consent of neighboring property owners, and posted on his front door a notice to the effect that he was going into the ginmill business.

You would go to the Prohibition Commissioner and ask if you could do a certain thing, and he would say yes, and the next day a representative of the Attorney General would come around and close you up, because the Prohibition Commissioner and the Attorney General differed with regard to some of the regulations.

Regarding this proposition requiring a part of your raw materials to be sent to a denaturing bond warehouse and mixed there with the alcohol—I want to dwell on that, because that is a thing which we will have to encounter again. We succeeded in convincing a majority of the House Judiciary Committee that that was impracticable, and we had the co-operation of the chemists, God bless them, and we also had the co-operation of the drug people, the National Wholesale Druggists' Association, the Proprietary Association, and other interests. They saw what was in sight—they saw that this meant that the large part of manufacturing operations, some of the most essential features, and some of the most delicate operations, would have to be performed in a warehouse under the supervision of a thousand dollar a year Government clerk. That is a proposition calculated to cause chills to run up and down the spine of any manufacturer, and yet to this day, the Counsel of the Anti-Saloon League thinks it is one of the most important things, that we beat them on. The same forces that launched the Willis-Campbell Bill are still at work in Washington seeking to enforce restrictions upon all users of alcohol, to mould legislation, to control congressional elections and to influence the make-up of the judiciary itself.

REVISION OF INTERNAL REVENUE LAW

The long battle over the revision of the Internal Revenue Laws, with its constant threats of disaster to our industry, is still too fresh in your minds to require lengthy comment at this time. The Treasury Department began by stigmatizing our goods as luxuries, and suggesting the conversion of a reasonable consumption tax into an absolutely unreasonable manufacturers' tax. That is an old story to many of you, but that was the starting point in this fight. We suggested the retention of what we regarded at that time as a reasonable consumption tax, paid by the sole beneficiaries of the luxurious character of our products. We employ American capital in producing American goods, and if we make quasi-luxurious products, the consumers alone are the beneficiaries. The Government found that it would be necessary to have trained men in the field to collect these taxes, but they finally came to the conclusion that it would be easier to collect the taxes from a "few rich manufacturers"—that is the usual designation when they refer to manufacturing perfumers. They proposed to change that consumption tax to an absolutely unreasonable manufacturers' tax.

The proposition to tax our goods was beaten in the Ways and Means Committee of the House but we had hardly

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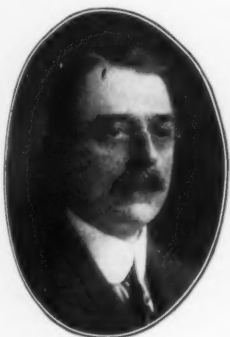
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H. HENRY BERTRAM



F. N. LANGLOIS



V. C. DAGGETT



W. A. BRADLEY



W. L. SCHULTZ



F. C. ADAMS

CONTINUING MEMBERS OF EXECUTIVE BOARD

begin to breathe freely after the passage of the bill by the House, when the Senate Finance Committee reimposed the tax as rejected by the Ways and Means Committee and made it necessary for us to exhaust every resource to secure their final elimination. In this campaign the great value of organization was fully demonstrated. I remember that in response to the cry for help which I sent out on that occasion, sixty-two members, and we have only a membership of one hundred—sixty-two members of this association came to Washington to that fight. I think the sight of those men in the hotel at Washington would have put a quietus upon the young man who said the other day that not an arm is lifted in the defense of the manufacturing perfumers of this country. If he had seen our members in conference in Washington, and had seen them addressing Senators and Congressmen who did not even know them, he would feel that what he said is not justified by the facts. I do not want to discuss that, because President Jones disposed of it effectually yesterday.

ATTEMPT TO INCREASE ALCOHOL TAX

During the legislation on the subject of the Internal Revenue Tax, we had occasion to fight an increase in the tax on non-beverage alcohol. The movement was defeated after a stubborn battle, with the aid of all the alcohol-using industries. It started by reason of gross misrepresentation, based entirely upon ignorance. Senators received the startling alleged information that since the beginning of prohibition, and as a result of the diversion of non-beverage alcohol, purchased presumably by reputable concerns, for use in the manufacture of legitimate products, the consumption of non-beverage alcohol, or withdrawals from bonded warehouses had risen from something like 800,000 gallons a month to over 4,000,000 gallons a month.

If that had been true, it would have been a serious proposition,—if it had been true that that condition was a continuing one, that it was present at that time, or was due in any way to the operations of legitimate industry—that it represented the diversion of alcohol by manufacturers previously legitimate, it would have been very startling, and would have justified what the Senate was trying to do at that time, which was to raise the tax on alcohol from \$2.20 to \$6.40. You can appreciate what it would have meant to this industry, where large quantities of alcohol are required—it would have meant an additional tax of upwards of \$4.00 a gallon. I was very much surprised when these figures were shown to me by a member of the Finance Committee, who said that the Senate had received this information from authoritative sources, that they knew it to be true, and under the circumstances they thought it necessary to put a curb on the use of alcohol, by making it practically prohibitive in price. I applied to the Internal Revenue Bureau for monthly statistics of withdrawals of alcohol, and I have here, gentlemen, a little chart (displaying chart) which I want to show you, because the members of this association, being alcohol users, like the members of every other similarly situated industrial body, ought to know the facts. There has been so much lying about alcohol, chiefly by the fanatical prohibition enthusiasts, that every business man interested in this problem ought to know the facts. I will ask the President to take hold of one end of the chart for a moment.

This chart (exhibit chart) shows the amount of alcohol, withdrawn from the warehouses, during its first three years. The red line shows the withdrawals of alcohol beginning in July, 1919, and coming down to date, which was the first of last month. You all remember the conditions in July, 1919. We had hardly recovered from the effects of the governmental commandeering of the alcohol supply of

the country for war purposes and as my friend Fred Harrison said, the disposal of alcohol at that time was in the form of an auction and not a sale. There were all sorts of appeals made by the government to keep the consumption below normal. At that time the monthly withdrawals were about 1,000,000 gallons.

As the government relaxed its hold on alcohol, and the industries were able to get more, consumption showed an irregular upward movement until in June, 1920, it reached about 1,800,000 gallons.

Then prohibition became effective and under Mr. Kramer, who came into office as Prohibition Commissioner, the work began of shovelling out permits to anybody and everybody to make things with alcohol. Mr. Kramer himself is my chief witness. He testified before Congressional Committees that from 12,000 to 15,000 permits were issued to permit people to withdraw alcohol, who never before had made anything with alcohol in their whole lives. That is what happened.

Prohibition took effect January 16, 1920. In one month the withdrawal of alcohol rose from less than 2,000,000 gallons to 4,000,000 gallons. The general average of 4,000,000 gallons per month was continued until July, 1920. At that time the scandal had become so great that Mr. Kramer and his assistants combed their files and sent hundreds of men into the field who brought back news that the government was being defrauded and the country was being debauched, and there was no such thing as prohibition.

The result is shown here (referring to diagram). Withdrawals fell off sharply until now they are less than 1,000,000 gallons a month. The consumption has been working down, it is going too far down. When I say it is going too far down, I say that advisedly.

The prohibition commissioner in charge of the consumption of alcohol and its regulation, has two functions. One is to see that the law is obeyed, and the other is to see that every man who has a legitimate use for alcohol, for legitimate purposes, should be able to get as much as he wants at a minimum of inconvenience and expense. That is the feature of the law which has been forgotten in Washington. It is imposed by Section 13 of Title III, of the Prohibition Act. "Lest we forget" I will read this section, calling your special attention to the responsibilities definitely placed upon the commissioner by Congress:

"Sec. 13. The commissioner shall from time to time issue regulations respecting the establishment, bonding, and operation of industrial alcohol plants, denaturing plants, and bonded warehouses authorized herein, and the distribution, sale, export and use of alcohol which may be necessary, advisable, or proper, to secure the revenue, to prevent diversion of the alcohol to illegal uses, and to place the non-beverage alcohol industry and other industries using such alcohol as a chemical raw material or for other lawful purpose upon the highest possible plane of scientific and commercial efficiency consistent with the interests of the government, and which shall insure an ample supply of such alcohol and promote its use in scientific research and the development of fuels, dyes, and other lawful products."

Gentlemen, that is just as much a provision of the Volstead Act as the provision which prevents you from operating a still in your cellar, and yet in Washington they are devoting ninety-nine per cent of their time and energy to hunting the stills, and less than one per cent to making it practicable for legitimate manufacturers to secure adequate supplies of alcohol for necessary needs. Section 13 is just exactly as much a part of the statute, as is the one-half of one per cent provision of the first section of the law.

While the figures I have given you demonstrate the absolute falsity of the charges so often made concerning the alleged diversion of alcohol, they show quite as plainly that absolutely nothing has been done to carry out the law which makes it the duty of the Commissioner of Internal Revenue to assist producers and consumers, to whom it is an absolutely essential chemical raw material, to obtain sup-

plies of alcohol at a minimum of trouble and expense. Yet Sec. 13 is as much a part of the law as any other provision.

DENATURED ALCOHOL DEVELOPMENTS

When our last annual convention adjourned, we had just received official permission to employ denatured alcohol free from tax in the manufacture of our products. This was an amazing innovation wholly without precedent and brought about only after a campaign extending over no less than five years.

When we look back it is hard to realize that it is now more than five years since our Alcohol Committee was appointed. I think I may say that appointment was first made at my suggestion, for I had the idea we could bring this condition about ultimately, it was a logical proposition under the statute, and its opposition was based solely on the ground of expediency, and there was no reason why we should not receive the same concessions that had been made to the man who made varnish and the thousand and one industries using denatured alcohol, free of tax, up to that time.

That such an industry as ours, with its great multitude of products, employing an almost unlimited variety of materials, should have adjusted itself immediately to the use of a denatured solvent, was unthinkable; nevertheless, during the past year astonishing progress has been made and today the official figures showing the consumption of denatured spirits of the several formulae authorized to be used in making our products constitute unimpeachable testimony as to the extent that this important concession has been utilized by the great majority of our members.

Formula 40 has been used almost exclusively by the members of this association, and the official figures up to date, cover just about a 12-month, show that our consumption has been such as to net us a saving of approximately \$1,000,000 by the use of that formula alone, and as you know, several others have been utilized to a greater or less extent. It is difficult to form a conclusion as to the saying that we as members of the association have obtained under the other formulae, because they are used for so many purposes, but formula 40 was used almost exclusively for the manufacture of perfumes and high class toilet waters, that is to say, those with 50 per cent of alcohol content, and on that account the official figures are so segregated, we can determine accurately what that we have been.

I shall defer discussion of difficulties encountered until tomorrow, because I am glad to say to you that tomorrow we will have with us the best posted man in the United States on denatured alcohol, Dr. J. M. Doran, head of the Industrial Alcohol and Chemical Division, Treasury Department, of Washington. He is in charge of the laboratories and applications and tests, and he carries on the correspondence with taxpayers and others who want to use denatured alcohol. He has told me that he is not going to make a speech, but he wants to be here to help you solve your problems. I hope you will tell him tomorrow very freely, any of the difficulties that you have encountered and be very frank with him.

The users of alcohol who have gone more or less to denatured alcohol, have not always been as frank as they ought to be. On one occasion I consulted a few with respect to the use of denatured alcohol, and they said they had not been able to utilize it. They described their difficulties very briefly, but I could not see exactly what they were. About a month later we got into a jam in Washington on the subject of the tax on alcohol,—they proposed to raise the tax on non-beverage alcohol from \$2.20 to \$6.40,—and I thought of those people who had had so much trouble with the denatured alcohol that they would prefer to use the pure alcohol, but when I requested them to appear in Washington, they said that they could not see their way clear to come, because they were using denatured alcohol, and were not interested in the subject of the tax.

I may say also that Dr. Whittaker of the United States Industrial Alcohol Company will also be here tomorrow, and you will have a wonderful opportunity of bringing to the attention of Dr. Doran and Dr. Whittaker any of the problems you have encountered.

As to general denatured alcohol statistics it is interesting to note that consumption has grown from 1,780,000 gallons in 1907, the first year after the free alcohol law was passed, to 13,986,000 gallons in 1915 and to 55,679,000 gallons in 1917, the peak of consumption of denatured alcohol for the manufacture of poison gas, etc., after which there was a steady decline until 1921, when what is believed to be a normal basis was reached with a consumption of 22,388,000 gallons. Well-informed experts express the opinion that ultimately the consumption of denatured alcohol by our industry will approximate 4 or 5 per cent of the total now being used which would mean somewhere in the neighborhood of a million gallons per annum and a saving to our members alone of upwards of four million dollars a year.

A good many of you have recently called my attention to letters which you have received from the Internal Revenue Bureau in Washington, saying that your applications for the extension of your 1921 permits have been held up, and in reading between the lines, you have gathered the impression they will hold them up indefinitely unless you use denatured alcohol. There is absolutely no basis for any such statement as that by any government authority, and I have had for the past sixty days a definite understanding with the authorities at Washington that no such requirement has ever been considered by them, or will be attempted to be made.

This misunderstanding grows out of two things: In the first place, some of the more inexperienced clerks handling the correspondence have used a form letter, which was badly drafted, an ill-advised letter, and one which never should have been sent out. It did convey a threat that permits would be withdrawn for the use of non-beverage alcohol, because you were permitted to use denatured alcohol.

The other difficulty has been due to the arbitrary rulings of prohibition directors throughout the country. This prohibition enforcement is being carried on in a very remarkable fashion. We have a prohibition unit in Washington, headquarters for the commissioner, and we have forty-eight state directors, and each man, in his own opinion is "some punkin." He is usually a politician with some influence in his community, and just in proportion as he has a good opinion of himself, he arrogates to himself the power of making new regulations, and now and then when he has nothing else to do he invades the field of legislation and enacts a little law.

I did not know what the men in that field were doing until the matter was brought to my attention during the past week, when I gleaned the information that our friend Mr. Davis, in Philadelphia, had sent back to one of our members his application marked with a rubber stamp "disapproved," with a curt letter saying that inasmuch as the law enabled him to use denatured alcohol, he would not be allowed to use pure non-beverage spirits. In that way the house received a definite threat of absolute annihilation, and it justified. I believe, the indignation with which I went to headquarters. Mr. Davis has since received instructions to behave himself, and there are others. Several directors in other states have followed the same plan, and it has been repudiated absolutely at Washington.

Mr. SEFTON: How long has that been repudiated in Washington?

Mr. CROUNSE: For at least sixty days. I have a letter dated February 8 here, which I wrote to Mr. Haynes—this is not the first letter, but having written two or three before, I thought it was well to prepare it as a form letter, and whenever my attention was drawn to any such action as described, I filed a copy of the letter, and at the same time secured a promise from the officials in charge to send out a permit in that particular case with the utmost expedition.

The copy of the letter I refer to is as follows:

"February 8, 1922.

"Hon. Roy A. Haynes, Prohibition Commissioner, Washington, D. C.

"DEAR SIR: On behalf of the _____ Company, I would request that you will take favorable action as early as possible upon their application for a 1922 permit covering the use of pure grain alcohol in the manufacture of per-

fumes and toilet articles. This permit has been held up and the _____ Company has been required to explain why it cannot use denatured alcohol in the manufacture of its products.

"As the Washington representative of the Manufacturing Perfumers' Association and especially as the chairman of the Association's Alcohol Committee, I am fully advised concerning the progress that has been made in the utilization of denatured alcohol prepared in accordance with Formule 40, 39-B, etc. Such utilization is yet in the experimental stage. Some of the more conservative houses in the trade are not yet convinced that high-grade goods can be satisfactorily made with denatured spirits.

"I would further emphasize the fact that because one perfume manufacturer is able to use denatured alcohol to his entire satisfaction, it does not follow that another would be able to do so. Perfumes and toilet waters of various kinds and of the highest grades are made with the use of hundreds of essential oils, aromatic chemicals and other materials, and it is necessary in the case of every preparation to make a separate test to determine the availability of any type of denatured alcohol as a substitute for pure spirits.

"It goes without saying that as soon as manufacturers are convinced by their own experiments that they can safely use denatured alcohol, they will be only too glad to do so as a substantial economy could thereby be effected. It is not practicable, however, to conduct elaborate experiments during the busy days of the Winter season, or to jeopardize the character of large stocks of goods made at this season by using materials which have not been proved by the most careful experiments.

"In this connection I would say that the statements made herein apply generally to all applications of reputable manufacturing perfumers for 1922 permits to use pure alcohol. The industry is making very satisfactory progress looking to the substitution of denatured spirits, but it must be remembered that each manufacturer faces peculiar problems of his own and that any attempt to compel all producers to employ formulae heretofore approved for the use of denatured alcohol would be likely to result disastrously in many cases.

"Very truly yours, W. L. CROUNSE."

The bureau has accepted that as the basis upon which the denatured alcohol law is to be enforced as to our industry and I should be very glad to hear from any of you gentlemen who are having any difficulty along that line; that is to say, who are now resting under a threat from any officer of the Enforcement Service that you must use denatured alcohol that is not suited to your business.

Mr. SEFTON: Would it be possible to secure favorable action on the part of the Prohibition Commissioner in Washington, by the employment of that letter?

Mr. CROUNSE: I think so, but you understand, if you were to write a letter tomorrow and say that you had been advised of this communication, under the ordinary routine of the office, it might go to a \$1,200 a year clerk, who was only appointed last week, perhaps, and did not know what the rules of the office were, and you might get an unsatisfactory response.

Mr. SEFTON: As to those who did not know you had this form letter, and were endeavoring in their own way to secure favorable action, they might be turned down?

Mr. CROUNSE: That is the danger you always face when you do business with the government. You must remember that the government employs a large staff of very poorly paid people. You do not get the same attention and same consideration of your problems that you would in the case of a business which counts and pays for nothing but brains. The government is manned largely by political appointees, especially in the grades above the routine clerks. Some of the officials have held office so long, that their political status has been almost obliterated, but they got their jobs, in the first place, almost altogether as a result of some kind of political consideration. That is a rather unfortunate thing, but it is a condition, and not a theory, that confronts us, and there is no way of getting away from it.

THE PRESIDENT: It would not affect his right to appeal? Mr. CROUNSE: Certainly not. The officers at the top—when I say the top, I do not mean the President of the

United States or the Commissioner of Internal Revenue, or the other high officials who may be connected with the administration of the affairs of the government, but I refer to the officers at the top of the division—they know what the rule is and what the understanding is, and I will say that Dr. Doran co-operates with me heartily in this thing. His personal pride, of course, would give him a little antagonistic slant, that is to say, he is in charge of the enforcement of the denatured alcohol law, and it is a feather in his cap, when anybody abandons pure alcohol and goes to denatured, but Dr. Doran knows that the worst thing under the sun for the success of the denatured alcohol policy is to attempt to crowd denatured alcohol down the throat of a man who really cannot satisfactorily use it. Furthermore, there is not a scratch of a pen in the statute to authorize them to do that.

That brings me to a point I want to explain to you as the cause of an unreasonable attitude that you have found in the case of a great many officers of the Enforcement Service. They believe, they have told me so—they are fanatics—they believe we "put one over" on them when we got any sort of recognition for industrial alcohol in the Volstead Act. I have had them touch me on the shoulder and say "Pretty good job you did," meaning that we did something secret, that if Congress had known what we were driving at, we would not have the right to use alcohol for any purpose. When you consider that the Prohibition Service is made up of a certain per cent of incompetents, a certain per cent of fairly competent people, a certain per cent of really competent people, a considerable percentage of fanatics and a certain per cent of crooks who ought to be in jail, you will understand what our problems in Washington are.

FLOATING PERMITS

I am going to say one word about the floating permit situation. I was chosen chairman of the Joint Committee representing the members of this association and other industries interested in this problem, and the best thing we succeeded in doing was to perfect arrangements for the issuance of floating permits, with which you are familiar, because some of you have been allowed to use them. The great bulk of our members have probably not applied for a floating permit, and in many cases such a permit would not be of any service, in view of the fact you have cut down the withdrawal of pure non-beverage alcohol, and use denatured.

Until within the past two weeks, some of our prohibition directors seemed to believe it was up to them to determine whether that regulation, which is as much a part of the regulations as anything you will find in 61, was not really a regulation of a kind that they could ignore. They did ignore it, and one of them evolved the rule that the floating permit is a good thing for large consumers, and if they use 7,500 gallons per quarter, he will let them have it. There is nothing to that effect in the law or regulation, but that was their construction of the matter. Dr. Doran helped us in this matter also—and every time I mention his name I feel like taking off my hat to him, because he is a square man, and one of the clearest thinkers in the organization—he has helped on the floating permit.

The floating permit helps the legitimate manufacturer. It safeguards the interests of the public. It safeguards prohibition enforcement, and the only thing it does not do is to require you to go around every few days and see the local prohibition director or his assistants.

CHANGE IN ASSOCIATION'S NAME

I am going to say only a word about a matter that will be presented to you probably by the Committee on Resolutions concerning a change in the name of the association. You all have many tender memories associated with the present name, and would hate to see it go, but believe me, gentlemen, it is an awfully hard name to do business with in Washington. Recently I had a request from our secretary for an expression of my views with regard to the matter, and I told him our name was too suggestive of luxury to the public men we must inform as to our products and our needs; also that it does not fitly describe, or even suggest our leading lines such as soaps, tooth pastes, talcums,

etc., which are far from luxuries, but everywhere recognized as essentials.

In conclusion I wish again to emphasize the tremendous value of organization in meeting the problems that confront such an association as ours, especially in view of the character of legislation to which we have been subjected by the will of Congress. As of our great country, it can be truthfully said of manufacturing perfumers that "united they stand; divided they fall." I also wish to repeat the expression of my appreciation for the hearty co-operation I have received during the past year from individual members of the association and for the many expressions of confidence in my ability and loyalty to the association which you have so freely accorded me.

(Rising vote of thanks was given to Mr. Crounse.)

DISCUSSION ON BOOZE JOBBERS

A. Shoppach, of Daggett & Ramsdell, New York, led the discussion on "Booze Jobbers."

"We have seen with disgust and indignation the legitimate products of a reputable industry prostituted by being made a means to evade the law and provide a false front behind which the booze jobbers and bootleggers carry on their dirty business. This began when the Federal prohibition commissioner at one sweep revoked all permits of wholesale liquor dealers and placed on the wholesale drug trade of the country the burden and responsibility of distributing liquors.

"A great many, if not a greater part, of these former liquor dealers were left with large stocks on hand and the only way they could move these stocks and continue in business was to qualify as wholesale druggists, which permits them to sell liquor up to 10 per cent of their total sales. In order to establish as great a volume of sales as possible their preference is naturally for those goods which turn most rapidly, such as the nationally advertising toilet and proprietary preparations and for expensive perfumes, chemicals and alkaloids, which are small in bulk but count heavily in sales. Another favorite means of creating sales volume against which to run up liquor sales is by washed sales. One manufacturer of a well-known proprietary remedy told me he traced one particular ten-case shipment of his products through half a dozen different booze jobbing houses without a single case being opened or a bottle reaching a retailer.

"At first many manufacturers of both toilet and proprietary preparations accepted business and even solicited orders from these fake wholesalers without giving much thought to it except that it was easy business to get and prompt pay, often cash in advance, but I believe that most of them discontinued doing so when they realized how it reflected on their goods.

"From the beginning it has been the policy of our house to decline to sell these booze jobbers. It is one thing, however, to lay down a rule for business practice, and it is quite a different thing to carry out that rule successfully. To separate sheep from goats would not seem to require a very highly developed judgment, but, when you find most of the goats with wool on their backs, and most of the sheep with rair on their bellies, it is not so easy to draw the line of separation between them.

"With a few exceptions I believe that all the old established wholesale drug houses (and by that I mean those established before the wholesale liquor dealers' permits were revoked) sold liquor before, and perhaps sell a great deal more now than they did then, and those dealers have continued to sell without hesitation. It can be said to their credit that they, as a class, did not seek this monopoly nor welcome the burden it put upon them.

"When the newly established wholesaler wants to place his initial order with us we are from Missouri—we have to be shown. We take into consideration the previous business histories of the individuals comprising the firm, the need for additional jobbing facilities in the territory they will operate in, and anything else that will help us to a reliable conclusion as to the character of business they will probably conduct. Unless they are entirely frank and open and satisfy us that they are doing a legitimate and genuine wholesale drug business we decline to sell them. I do not mean to say that we have always been successful in keeping these objectionable customers off our books. In some instances

we have acted on information that proved to be unreliable and in some others our judgment was at fault owing to lack of experience. A certain amount of practical experience seems to be necessary to recognize and classify correctly the particular hybrid we are discussing, for it is not always easy to tell just where the wool ends and the hair begins. If we unwittingly sell one of these concerns and discover later that we have been deceived, we close the account and decline to make any further shipment to them.

"My observation has been that, while a few of the former wholesale liquor dealers have established themselves as legitimate wholesale druggists and are conducting their business in a manner that is free from objection, the far greater number are bootleggers pure and simple, their drug businesses are fakes and they are not entitled to any consideration, co-operation or recognition from members of this association."

W. L. Crouse told of the work of the N. W. D. A. in combating this problem, and Mr. O'Leary pointed out that "booze jobbers" get their business by taking staple toilet goods and giving special discounts on them. This practice, he said, has demoralized the discount proposition in his section. He suggested that inasmuch as Mr. Crouse is attorney for the N. W. D. A. that association could work with him to eliminate such concerns.

DISCUSSION ON FREE DEALS

Northam Warren, New York, led the discussion on "Free Deals."

"Ever since we have been doing national advertising the past six or seven years, we have been putting out free deals at intervals, and have had some rather startling experiences. We first put them out with the idea of getting window display. We would get up a good-looking circular, and in this circular we suggested to the druggist that if he would make a window display and put a card on the counter, and that sort of thing, we would give him a certain quantity of our goods free.

"I think that we were somewhat misled by the results we obtained from our experiences in the first year when we tried free deals.

"The second offer which we made to the 50,000 retail druggists brought us in about 2,000 orders, and we thought that we had discovered a gold mine. So we went on, year after year, putting these offers out.

"One thing we discovered, about the second or third year in our experience, was the free deals were rapidly losing their novelty, and that the free goods, instead of becoming an inducement to the retailer to put our display in his window, meant simply an increased discount on the price of the goods. I think that applies to every scheme for putting out free deals, and it is an objection to the system, which is most difficult to overcome. It is one of the hardest problems in connection with the subject of free deals. We tried many schemes to overcome this feature, but they were more or less ineffective.

"We did not put out the free deals, as a matter of course, several times a year, year after year. It has been out practice in the past, and at present to make announcements at irregular intervals. That has its disadvantages also, and it has certain practical difficulties, because when you accustom a druggist to receive free deals, this plan takes them away from him. But that must be done if you are going to keep the element of novelty in your offer.

"Another thing which we discovered, which we think is important, is that you must have a *quid pro quo* if you are going to keep offering free goods—you must have a legitimate return—in other words, it is not enough to offer retail druggists some free goods, and let it go at that, so that we have brought ourselves to the point of insisting that the druggist who receives the free goods shall make a display of the goods in his window, that he shall have some of our goods in an advertising package on his counter, and that he will give us some return in advertising in that way. The moral effect of making that bargain with him in advance is considerable, and you can easily find out, by getting a reply postal card, or in some other way, whether or not the service is being rendered in return for the free goods, and it has

been our experience that a large percentage of druggists regard it as an application to show the goods in the windows in return for goods you are offering them.

"It has been our experience that these free deals have certain legitimate uses. First and foremost we discovered that the greatest value is in introducing a new package or a new product. If you are to introduce a new package or a new product, the first job is to tell the retailer about it, and make your announcement such as to in effect make an appeal to his self interest. It is not of much use making an announcement unless you have something of interest to him individually. Another time, when an offer of free goods is available is when you are going to reduce your price or increase your price as the announcement then has sufficient news value to interest the druggist and attract his attention.

"In other words, the retailer will be interested in anything that will increase his business, and for that reason a free goods deal to be effective must have elements of real value in it. Merely to present to the retailer a free goods deal ceases to be of interest, as many thousands of manufacturers of toilet articles are making these offers right along.

"Another opportunity for putting out a free goods offer to the drug trade of the country is when you are going to start a new advertising campaign. You have something to tell the druggists about that.

"There are many disadvantages in putting out a free goods deal. In the first place, a free goods deal is one of the most expensive forms of trade advertising. I know that we were amazed when a cost accounting told us what it was costing us to put out a free goods offer. It does not make any difference whether you distribute the goods to the customers or pay the jobbers 15 per cent to do it for you. The fact is it is more expensive to distribute goods than to give the retailer the equivalent discount in cash. If you are going to send these goods out in small parcels you will be surprised at the cost, unless you have an organization which is so equipped as to handle the distribution economically. If, on the other hand, you credit the jobbers with the amount of free goods they are entitled to, and let them distribute these goods from their stock, you will be surprised at the cost of putting these goods through his hands. Costs of such distribution are very hard to determine, but some of our members who have these departments well organized and under efficient supervision will find it out quite closely, but we have arrived at it approximately, and it has shaken our faith in these policies, because in our own business it took two or three extra clerks to handle the free goods offers during the year, to say nothing of the accountants' time.

"Another thing that has a sad influence on the efficacy of these deals is the fact that the novelty wears off. You must rack your brain for new ways of presenting these things to trade, and unless you have a clever advertising agency, or a clever man in your business, who is competent to deal with this part of the subject, you will run out of ideals. He only sees the thing from the advertising standpoint. The man in the business who can talk to the druggists best is the man who sells the product, as he knows more about them than the advertising man possibly can.

"Among the peculiar things we discovered in this connection was that some of the handsomest circulars that we sent out to the retail druggists of the country were the poorest in pulling power. On one occasion recently we had some handsome lithographic matter going through the press and we found that we could take an eighth color announcement, and that the eighth color would not cost much more than the two-color announcement, and we ran an additional 50,000 circulars, and when we got the circulars off the press they were so good looking that we hated to send them out. The printing of the circulars was very satisfactory, and we were very proud of them, but I do not think that we were ever more disappointed in the distribution and the results obtained from that lot of circulars, and in hunting around we found that the reason was that they were too good looking, that it showed evidences of too much care in preparation, as if we had spent at least six months in preparation, and it is known that the retail druggist expects large-type lines such as "Free," "Watch Your Profits" and similar sensational headings in large letters, and that kind of stuff was eliminated from these very handsome circulars.

"On the other hand, one of the most effective free goods circulars we ever sent out was a map that we obtained from the Rand-McNally Co., and we showed in different colors the places where our advertisements were running. The thing was very effective—when you looked at it you saw a map in various colors that meant we had to meet a certain situation, and in spite of the fact it was the most inexpensive circular that we ever issued it pulled the best.

"One of the things we ran into early in our experience was the fact that statistics are very dangerous things to quote to retail druggists—in fact, to quote figures of any kind. The first thing that we sent out along that line was a circular which showed the retail druggist that we would sell so much goods at a certain price, they would cost him so much, and then we quoted what his selling price would be, and then we told him that he would make a certain percentage on the cost. We got several hundred letters from representative druggists saying that we did not know how to figure profits, that profits should not be figured on a cost price but the selling price. We replied and said that we would behave in that respect in the future.

"The next time we figured profits on the selling price, and then we got back letters telling us that if that was all the money they would make they would throw the line out. We then decided to let them figure the profits for themselves.

"Another thing is the question of circulation. We have gotten out certain circulars, telling the retail druggists we were about to start an advertising campaign that would appeal to so many million readers of certain periodicals in the country. Unfortunately, a short time after that one of our smaller competitors got out a similar circular, although he had never had more than a page of national advertising, and he said that he was going to appeal to several times the million of readers that we were going to appeal to. He figured on the magazine being read by five or six different readers. Our advertising agent did not approve of that, and we have reached the conclusion that a statement of honest circulation figures in a trade circular of that kind is worthless, because the retail druggists are led to think in millions of circulation, and twenty-five or fifty millions more circulation does not have any effect on them any more.

"For the benefit of those members who have gotten deep into this free goods deal, and would like to withdraw from making free goods deals, we would say in stopping our own free goods deals we did it without any friction on the part of the drug trade.

"To show how unnecessary a free goods deal is you can refer to the fact that the foreign manufacturers who are doing so much business in this country do not have free goods deals. If you take your product to England or any country on the continent and tell an agent there that you would like to make a free goods deal he does not understand what you are getting at. If you tell a Frenchman you want a free goods deal made he will tell you that you are spoiling your market. It is one of those evils which have crept into the toilet goods industry in this country, and while it may be an excellent way to market goods it is, nevertheless, an evil and quickly eradicated, if you and I decide that it should be eradicated.

"If you want my own personal observations for what they are worth—I am not reflecting on anyone's free goods' plan—my own observation is that a free goods deal is economically unsound. A great many of us used to think that by paying the retail druggists in goods that they would put more goods on their shelves, and that they would make special efforts to sell the goods which they had on their shelves. That worked out all right for a number of years, but like a great many economic theories it was exploded by the late business depression. Those firms which had followed these practices and had overloaded their markets were hardest hit by the depression. Their dealers, with whom they had business relations, could not unload their goods. If you give the dealer too many goods, you are mortgaging the business of the future, and therefore, if you are relying on free goods as a means of increasing the business you are only misleading yourselves, because you can get the same practical effect at infinitely less cost by giving the dealer a little extra margin of profit on certain merchandise, at certain times of the year, and thereby accomplishing the same results.

"Based on our ventures our conclusion is that free goods deals are of value if used cautiously, at certain times of the year, to effect certain definite results; but, on the other hand, if they are used as a part of the merchandising plan throughout the year, we have come to the conclusion that, as far as the merchandising policy is concerned, they are a failure."

Andrew H. Melville, Director of Research for the *Nast* publications, delivered an address on "The Outlook for Business in 1922 for the American Manufacturers of Toilet Preparations and Perfumery," which will be found elsewhere in this issue.

HOW TO SELL SALESMEN ON ADVERTISING

Gilbert Kinney, vice-president, J. Walter Thompson Co., New York, gave an interesting talk on "How to Sell Salesmen on Advertising."

Mr. Kinney explained how salesmen put goods on the shelves and how advertising is the greatest single force in pulling the products off the shelves. With this as a point of departure he showed that the salesman as a rule is thinking in terms of a single sale; and that the real problem of the salesman is the problem of selling the customer on volume in the future. In this task advertising is of great benefit. It enables the salesman to offer something tangible to the dealer in the way of consumer demand. He also urged that salesmen be given full details of advertising plans so that they might make suggestions by which it could be framed to help them overcome resistance which they find in their work from time to time. In this way they can help toward making quick turnovers—the task of advertising; and quick turnovers are sought by dealer and manufacturer alike.

DISCUSSION ON INCREASED USEFULNESS OF M. P. A.

Adolph Spiehler, Rochester, N. Y., opened the discussion on "Avenues for Increased Usefulness of the M. P. A." by pointing out the need for statistics relating to every phase of our business. Lack of information of this sort has hampered the legislative work of the association, he said. He advocated engaging the service of some college to gather the information desired. He also suggested a chemical staff for the association to investigate any problems submitted. He, too, advocated the idea of sectional associations in various big cities, to hold monthly meetings and submit their findings or criticisms to the parent association. He advocated means to increase the sale of American made preparations. In concluding his talk he submitted a letter from Charles A. Tome, Wilmington, Del., advocating the enlargement of the membership of associate members by forming sections comprising varied allied industries.

The letter follows:

"I would like to present before the Association the standing of the Associate Members of the Manufacturing Perfumers' Association. As Associate Members, we do not have very much to do in the workings of the Association and consequently the standing of Associate Members is virtually nothing.

"I would like to bring before your members the discussion of enlarging your membership of the Associate Members in this manner: I would propose that sections be made up consisting of Associate Members, classified as sections, comprising their varied industries, illustrated as follows:

"One section to be classified as the Essential Oil Section. One section to be known as the Collapsible Tube Section. One section to be known as the Carton Section, and you might enumerate various other sections such as, Glass Containers, Lithographing, etc.

"Each of these sections to be headed by a Chairman with power to appoint committees to recommend to the members of the Manufacturing Perfumers' Association of their various doings to be acted upon by the Executive Committee of the Association. The main object of these sections is to get together and recommend improvements in packages, standardize each product and in general suggest ways and means to benefit the perfumery industry.

"To illustrate what I mean in the line that I am most familiar with, which is the Collapsible Tube Manufacturers, there are only four or five Associate Members in this industry in the Association, while there are seventeen Collapsible Tube Manufacturers in the entire country, all of whom are selling the bulk of their manufactures to perfumers and allied lines. If we should have co-operation and increase the Associate Membership of each section, we could readily have an Association Membership list that would be of material help in increasing the benefits to both Active and Associate Members of this Association. "One thing that must be tabooed in the Association must be the elimination of all discussions regarding price fixings, which, as you know, is against the law."

LOCAL ASSOCIATIONS

The discussion then turned on the advisability of forming local associations in the large cities. President Jones advocated organizing divisions of the association. "If local interests can get together and work in conjunction with our organization," Mr. Jones said, "it would be a wise thing to encourage the establishment of the local bodies, the idea being to overcome the feeling that outside organizations are ignored by us." Mr. Colgate declared that such organizations would be strong supports and feeders for the parent association. "I say," he added, "that we will have the strongest organization we have ever had if we have affiliated bodies in smaller cities to help the parent association." The idea was generally favored and the matter was referred to the Executive Board. The practice of developing sectional or regional local associations through suitable articles of affiliation with the national association has proved to be successful wherever it has been tried.

SYMPOSIUM ON ALCOHOL

Dr. J. M. Doran, chief of the Industrial Alcohol and Chemical Division of the Treasury Department, Washington, D. C., led the discussion on alcohol. Dr. M. H. Ittner, of Colgate & Co., chairman of the Committee on Industrial Alcohol of the American Chemical Society, told of the work of his committee. B. R. Tunison and Dr. M. C. Whitaker, of the U. S. Industrial Alcohol Co. also took part. Messrs. Goldwag, Van Amringem, Crounse, Ittner, Handy, Rosette, Mitchell and Meltor engaged in a spirited discussion of diethylphthalate.

REPORT OF THE COMMITTEE ON RESOLUTIONS

Northam Warren, chairman of the Committee on Resolutions, next made his report on the various matters which had been referred to his committee for action.

The first resolution was one of thanks to President F. W. Jones for his wholehearted service in the interests of the association during his two years as president.

Similar resolutions were voted to A. M. Spiehler to Gilbert Colgate and members of the Legislative Committee, to C. M. Baker, to W. L. Crounse, and to Dr. J. M. Doran; and to members of the association who co-operated together in protesting to Congress against inimical legislation.

CHANGE OF NAME OF ASSOCIATION

Following an animated discussion a resolution to change the name of the association to "American Manufacturers of Toilet Articles" was offered. It was the consensus that it would be expedient to change the name of the association to a form which, while still describing the composition of the membership, would be free from the prejudice of the present name. A large part of the active membership approved the adoption of this name. In the discussion which followed the offering of the resolution, the difference of opinion over the name suggested made it impossible to adopt the resolution, and it was laid on the table. Mr. Spiehler then offered a motion, seconded by Mr. Adams for the association, to send out a questionnaire to all members which should include all of the recommendations for different names that have been proposed as well as the name "American Manufacturers of Toilet Articles" and asking for a mail vote on the subject. A two-thirds majority will be necessary to change the name.

INDUSTRIAL ALCOHOL

Resolved, that the Manufacturing Perfumers' Association, in annual convention assembled, deprecates any attempt to compel manufacturing perfumers to employ denatured alcohol until they have perfected satisfactory methods for its use; and be it further

Resolved, that this association heartily approves the policy of the Internal Revenue Bureau recently adopted of permitting manufacturing perfumers to withdraw adequate supplies of pure non-beverage alcohol for the production of such articles as they have not yet succeeded in manufacturing to their satisfaction with the use of denatured spirits; and be it further

Resolved, that copies of this resolution be transmitted to the Commissioner of Internal Revenue, the Prohibition Commissioner, the Chief of the Industrial Alcohol and Chemical Division and the Associate Chief of the Permit Division of the Prohibition Unit. (Adopted.)

Resolved, that the Manufacturing Perfumers' Association, in annual convention assembled, heartily approves the action of the Internal Revenue Bureau in creating the Industrial Alcohol and Chemical Division, and expresses its unqualified approval of the policies that have been pursued by the division under the direction of Dr. J. M. Doran, and pledges Revenue Bureau in the development of the work of this important division; and be it further

Resolved, that this association respectfully but earnestly urges upon the Commissioner of Internal Revenue and the Secretary of the Treasury the advisability of providing more adequate facilities for the work of the Industrial Alcohol and Chemical Division in the interest of the advancement of chemical science as applied to our own and other industries; and that it is the sense of this association that the officer in charge of this division should be given the rank and authority of a Deputy Commissioner of Internal Revenue. (Adopted.)

Resolved, that the Manufacturing Perfumers' Association, in convention assembled, vigorously protests against the obstructive tactics which certain field officers of the Internal Revenue Bureau have employed to prevent the general adoption of the floating permit and hereby urges the Commissioner of Internal Revenue to resist all attempts on the part of subordinate officials to bring about the abolition of the floating permit system. (Adopted.)

The following then was offered and adopted:

Whereas, reports have been current from time to time concerning the revival of the movement, defeated at the last session of Congress, to enact legislation requiring alcohol used in the manufacture of perfumery and toilet articles to be pre-medicated before withdrawal from warehouse or distillery; and

Whereas, such a requirement would impose intolerable restrictions upon the manufacturers of our products, imperil the integrity of the free alcohol law and accomplish nothing that cannot be done under the existing law; therefore be it

Resolved, by the Manufacturing Perfumers' Association, in annual convention assembled, that this association is unalterably opposed to any such project and pledges its members to actively combat any such measure that may hereafter be presented in Congress.

EMBARGO LEGISLATION AND TRADE PRACTICE

Resolved, that the Manufacturing Perfumers' Association, in annual convention assembled, while strongly favoring the extension of proper protection to the American producers of the aforesaid synthetic products, unqualifiedly opposes the incorporation in the proposed tariff law of any provision the effect of which will be to impose an embargo or any license requirements upon any of the so-called synthetic aromatic chemicals so largely employed in the production of

perfumery and toilet waters, which must at all times be sold in direct competition with France and other countries which have unrestricted access to all raw materials employed in the manufacture of these goods. (Adopted.)

Resolved, that the Manufacturing Perfumers' Association, in annual convention assembled, again earnestly urges upon the attention of Congress the advisability of enacting a carefully framed law based upon the principle underlying the so-called Stevens-Kelly bill, now pending in the House of Representatives, specifically legalizing price maintenance by such methods as will render effective price schedules fixed by manufacturers while providing adequate safeguards for the consumer. (Adopted.)

Resolved, that the Manufacturing Perfumers' Association, in annual convention assembled, indorses and urges the speedy passage of H. R. 10 (legalizing the metric system). (Adopted.)

Resolved, that the Manufacturing Perfumers' Association, in convention assembled, go on record as being opposed to the practice of indiscriminate returns, and that copies of these resolutions be printed by the secretary and furnished to those members who desire them for use in sending to the trade. (Adopted.)

PERFUMERY, SOAP AND ALLIED INDUSTRIES

Whereas, the secretary of the association has received from the Perfumery, Soap and Allied Industries copies of the following resolutions:

"Be it resolved, that this organization endorses the principle of protection of American synthetic manufacturers by a proper rate of duty, and

"Resolved, that it is opposed to a selective embargo system that will prevent American perfume manufacturers from obtaining raw materials from all the markets of the world, and

"Resolved, that these resolutions be conveyed to the Manufacturing Perfumers' Association as an expression of the opinion of this organization.

"Resolved, that we convey to the Manufacturing Perfumers' Association our opinion that the rate of duty on finished perfumes, etc., imported into the United States should be increased to 100 per cent ad valorem.

"Resolved, that we convey to the Manufacturing Perfumers' Association our opinion that the essential oils referred to in paragraph 1625 of the pending Tariff Bill be kept on the free list, and not transferred to the dutiable section as proposed by the Senate Finance Committee."

Therefore be it

Resolved, that the Manufacturing Perfumers' Association, in convention assembled, acknowledge with thanks the support and efforts of the Perfumery, Soap and Allied Industries as expressed in the resolutions, and that the resolutions be hereby referred to the Tariff Committee for further action.

Mr. Warren reported the following resolution and on motion of Mr. Crouse it was adopted with a rising vote of thanks to Mr. Levy for his work on behalf of the association:

Resolved, That we extend to Mr. Louis Spencer Levy, publisher of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, our thanks and appreciation for his services in promoting the welfare of the Association and the assistance which he has rendered in connection with several of the Association's committees.

A resolution to continue the publication of the proceedings in the same manner as that followed in 1921 was adopted; and other resolutions were given thanking the various trade papers connected with our industry for their services in promoting its welfare and thanking the management and employees of the Hotel Biltmore.

A hearty round of applause greeted the resolution extending thanks and appreciation to A. H. Wirz, chairman

and the members of the Entertainment Committee, which follows in full:

Whereas, Mr. A. H. Wirz, chairman of the Entertainment Committee, and his associates, Messrs. A. F. Kammer, J. W. Lyon, F. L. Butz, Northam Warren and Louis Spencer Levy, have worked hard and diligently in providing for the comfort and pleasure of the members at this convention, and

Whereas, Mr. Wirz in particular has made a large sacrifice of time and energy to insure the success of the convention, and deserves special recognition; therefore be it

Resolved, That we extend to all of these gentlemen our thanks and appreciation for their efforts in our behalf.

NOMINATION AND ELECTION OF OFFICERS

When the order of nominations was reached there was an almost unanimous sentiment in favor of Gilbert Colgate for president supported by the same roster of officials as before. There was also a disposition to favor an increase in the representation on the Executive Board with the representatives distributed geographically in so far as this is possible and advisable. It was decided, however, after some discussion to adhere to eleven members of the Executive Board.

Gilbert Colgate was unanimously elected president; and Northam Warren, first vice-president; Edwin Sefton, second vice-president, and C. M. Baker, secretary and treasurer were re-elected to their respective offices. F. W. Jones and W. L. Schultz were elected members of the Executive Board for the term ending 1925; and F. N. Langlois, H. Henry Bertram, John A. Handy and F. C. Adams were elected for a term of one year. The installation of officers was the occasion for many exchanges of compliments; and a standing vote of confidence in the newly elected president was given amid a hearty round of applause.

ANNUAL BANQUET AND ENTERTAINMENT FEATURES

Members and their friends who attended the twenty-eighth annual meeting of the Manufacturing Perfumers' Association will long remember the varied program arranged for their entertainment. Formally the entertainment began with the theatre party Tuesday evening at the Casino theatre where the musical comedy "Tangerine" was enjoyed. This was followed by a supper in the Rose room of the Hotel Biltmore during which dancing was enjoyed. The good fellowship which is so marked in the association manifested itself in countless ways at the dance. Old and young met together in a spirit of informal gaiety, in many cases for the first time; but that made no difference; and all had a most enjoyable time until the orchestra played "Home Sweet Home" at a late hour.

The annual banquet came as a fitting climax on Thursday evening to the record meeting. It was held in the big Cascade room of the Hotel Biltmore which was attractively decorated for the occasion. Places were allotted in advance by the Entertainment Committee and as the members and their guests entered the banquet hall a neatly printed place slip was given to them so that each one found his place without confusion.

Throughout the evening until the toastmaster rose, the orchestra played popular and classical music; and just before the speakers were called on, attractive cigarette cases were given to the men as souvenirs and neat memorandum booklets bound in leather were given to the women. George S. Fowler, president of the Association of National Advertisers and Advertising Manager for Colgate & Co. acted as toastmaster. He kept the members and their guests at a high pitch of merriment at all times. As an original humorist Mr. Fowler is rival of his friend, Irvin Cobb, and his clever sallies were enjoyed by all.

G. A. O'Reilly, vice-president of the Irving National Bank who spent considerable time in Russia gave a most illuminating talk on conditions there and very graphically pointed out that the solution of the Russian problem is the key to solution of most of the world economic problems of the present.

Dr. Ellwood Hendrick, the scientific publicist, followed with a humorous talk on the "Sense of Smell" and Dr. Walter E. Traprock, F. R. S. S. E. U., with the aid of a

stereopticon carried his audience with him on "The Cruise of the Kawa to the Filbert Islands."

At the conclusion of the speeches the tables were cleared away and the company turned to dancing and renewed the friendships formed on Tuesday evening with members of the fairer sex and made many new ones.

The Entertainment Committee was composed of: A. H. Wirz, chairman; Northam Warren, F. L. Butz, J. W. Lyon, A. F. Kammer, and Louis Spencer Levy.

Tariff Committee Holds Meeting

A meeting of the Tariff Committee of the association was held at the Biltmore, Friday, April 28, the day after the close of the convention, and the following were present: A. M. Spiehler, chairman; Gilbert Colgate, F. J. M. Miles, F. N. Langlois, J. A. Handy, D. H. McConnell, M. H. Itner, W. L. Schultz, H. H. Bertram, F. W. Jones, V. Vivaudou, C. M. Baker, F. C. Adams, C. Beilstein, W. G. Ungerer, B. T. Bush, George Silver, H. C. Wright, D. A. Bennett, Edwin Sefton, W. L. Crounse, R. B. Stoddard.

It was the general view that on account of the low rate of exchange, the selling price of foreign finished goods in this market was responsible for the severe competition with raw materials sold in this market on a dollar basis, and that it destroys the differential provided for in the tariff between raw materials and finished goods. It was decided therefore to ask for a larger differential between the duty on raw materials and the duty on finished goods, and if no reduction can be secured for the raw material rate, to secure, if possible, an increase in the finished goods rate. Accordingly a memorandum asking for an increase in the ad valorem rate to 75 per cent. was drafted and forwarded to the Senate Finance Committee. An abstract of it is published on page 93 of this issue.

Executive Board First Meeting

The first meeting of the new Executive Board was held at the Pennsylvania Hotel, May 15, presided over by Gilbert Colgate. There were also present C. M. Baker, D. H. McConnell, Edwin Sefton, Northam Warren, W. L. Schultz, J. A. Handy, F. N. Langlois, H. H. Bertram, W. A. Bradley, and Abel I. Smith, attorney.

A resolution was passed requesting the president to call a special meeting of the association early in June, to be held at the office of Abel I. Smith, 120 Broadway, New York, to pass on the proposal to change the name of the association to American Manufacturers of Toilet Articles, or to one of the other names proposed. To those members unable to attend, voting blanks will be sent in order that their views may be known.

The board voted to employ Frank K. Woodworth to act as business manager of the association to co-operate with the Membership Committee in securing new members, to work with the Entertainment Committee, and in a general way to act as an executive assistant to the Executive Board and officers, in carrying on the work of the association.



Twenty-eighth Anniversary Banquet of the Manufacturing Perfumers' Association, at the Biltmore Hotel, New York City, April 27, 1922

MEMBERS PRESENT

(This list was compiled from the Registration List kept by the Secretary's Assistant, which all present were requested to sign.)

ACTIVE MEMBERS

Atlanta Barbers Supply Co.	Atlanta, Ga.
H. D. Waugh.	
Harriet Hubbard Ayer, Inc.	New York City
Edwin Sefton, W. H. Stout.	
A. P. Babcock Co.	New York City
H. Henry Bertram, H. W. Thorn.	
Blasco, Parfumeur.	Brooklyn, N. Y.
Gaston J. Block.	
E. Burnham.	Chicago, Ill.
H. Burnham, A. J. Mora (N. Y. C.).	
California Perfume Co.	New York City
A. D. Henderson, A. D. Henderson, Jr., D. H. McConnell, Wm. Scheele, W. Van Alan Clark.	
Colgate & Co.	New York City
Gilbert Colgate, W. T. Hathaway, George S. Fowler, M. H. Ittner.	
Daggett & Ramsdell.	New York City
A. G. Shoppach.	
Denney & Denney.	Philadelphia, Pa.
William F. Denney, Jr.	
J. Evenson & Sons, Inc.	Camden, N. J.
E. W. Bertram.	
Elmo, Inc.	Philadelphia, Pa.
R. H. Lyon, Edward McCann.	
The Garwood Co.	Philadelphia, Pa.
A. E. Boaz, W. H. Garlinger.	
Goodrich Drug Co.	Omaha, Neb.
Howard Goodrich.	
Richard Hudnut.	New York City
H. G. Dusenbury, C. A. Pennock, G. A. Pfeiffer, C. Leonard Pfeiffer.	
The Andrew Jergens Co.	Cincinnati, Ohio
F. C. Adams, H. M. Manss.	
Jolie, Inc.	New York City
Lewis O. Sturtridge.	
Kiefer-Stewart Co.	Indianapolis, Ind.
Bert O'Leary.	
Koken Companies.	St. Louis, Mo.
Geo. D. Chisholm.	
Larkin Co.	Buffalo, N. Y.
John A. Handy.	
Lazell, Perfumer.	Newburgh, N. Y.
O. J. Cathcart, Chas. A. Hedden.	
Marinello Co.	La Crosse, Wis.
A. S. Willey (N. Y. C.).	
Melba Manufacturing Co.	Chicago, Ill.
F. W. Jones, G. M. Rowell (N. Y. C.).	
The Mennen Co.	Newark, N. J.
F. K. Anderson, H. E. Guischard, Arthur P. Rapetti.	
The Mills Brothers Co.	Cincinnati, Ohio
Edgar J. Mills.	
Mulhens & Kropff, Inc.	New York City
William Kropff, Daniel J. Mulster.	
T. Noonan & Sons Co.	Boston, Mass.
Frank M. Noonan.	
Oxzyr Co.	New York City
R. E. La Barre, A. H. Bergmann.	
Louis Philippe, Inc.	New York City
Louis Philippe.	
The Philo Hay Co.	Newark, N. J.
W. Hardham.	
Pond's Extract Co.	New York City
C. M. Baker.	
The Pompeian Mfg. Co.	Cleveland, Ohio
Wm. Handler.	
The Remiller Co.	New York City
H. C. Rendler.	
The Abner Royce Co.	Cleveland, Ohio
W. H. Hyde, Chas. Zeller.	
Herbert Royston.	New York City
H. W. Royston.	
C. H. Selick, Inc.	New York City
George Selick.	
Smith, Kline & French Co.	Philadelphia, Pa.
J. Clifton Buck.	

Adolph Spiehler, Inc.	Rochester, N. Y.
A. M. Spiehler.	
Frederick Stearns & Co.	Detroit, Mich.
Frederick Christ.	
Talcum Puff Co.	Brooklyn, N. Y.
R. N. Lockwood.	
Trece Laboratories, Inc.	New York City
Samuel B. Kaiden, F. C. Wilckens.	
United Drug Co.	Boston, Mass.
F. N. Langlois.	
Vail Bros.	Philadelphia, Pa.
Arauna M. Vail.	
A. A. Vantine & Co., Inc.	Long Island City, N. Y.
F. J. Atkinson.	
V. Vivaudou, Inc.	New York City
V. Vivaudou, H. C. MacBride.	
W. & H. Walker, Inc.	Pittsburgh, Pa.
John A. Switalski.	
Northam Warren Corp.	New York City
Northam Warren, G. R. Kenyon, Louis W. Halk.	
J. B. Williams Co.	Glastonbury, Conn.
E. B. Hurlburt.	

ASSOCIATE MEMBERS

American Can Co.	New York City
H. F. Colcord, Louis J. Freundt (Chicago), Edmund Hoffman, A. W. Langdon, Geo. F. Miller.	
Belgian Trading Co., Inc.	New York City
A. Alexandre, L. P. Lamoureux.	
The Bellaire Bottle Co.	Bellaire, Ohio
E. C. Van Slyke (N. Y. C.).	
Bertrand Freres.	Grasse, France
P. R. Dreyer (N. Y. C.).	
Brass Goods Mfg. Co.	Brooklyn, N. Y.
Frank S. Hyatt.	
O. A. Brown Co., Inc.	New York City
O. A. Brown.	
F. N. Burt Co., Ltd.	Buffalo, N. Y.
Miss M. Cass, C. M. Boscowitz (N. Y. C.).	
Wm. Buedingen & Son.	Rochester, N. Y.
Karl Voss (N. Y. C.).	
W. J. Bush & Co., Inc.	New York City
C. Blair Leighton, R. W. Swinton.	
Carr-Lowrey Glass Co.	Baltimore, Md.
S. J. Carr, Walter R. Leach, A. F. Kammer (N. Y. C.), A. C. Burgund (N. Y. C.).	
Antoine Chiris Co.	New York City
M. J. Seeley, Chalmers B. Miles, R. Burton Houk, A. Du Bois.	
Delphi Products, Inc.	New York City
C. R. Sevditz, T. E. Larson.	
Dodge & Olcott Co.	New York City
R. W. Bush, H. E. Lusk, John F. Pound (Philadelphia), Thomas G. Ward.	
Justin Dupont, Inc.	New York City
George Silver, L. J. Zollinger.	
Elson & Brewer, Inc.	New York City
Joseph Oestel.	
Essential Oil Co.	Trenton, N. J.
Gustave Mahlick.	
C. G. Euler.	New York City
The Federal Products Co.	Cincinnati, Ohio
H. C. Fells (N. Y. C.).	
Florasynth Laboratories, Inc.	New York City
Louis A. Rosett, A. Kutz.	
Benj. French, Inc.	New York City
Charles D. Edwards.	
Fritzsche Bros.	New York City
Julius Koehler, A. D. Armstrong, J. H. McNamara.	
Hazel Atlas Glass Co.	Wheeling, W. Va.
Geo. M. Van Kirk (N. Y. C.).	
Heine & Co.	New York City
H. W. Ferguson, D. A. Bennett.	
Hefter & Co.	New York City
Richard G. Ehrlich.	
H. L. Heiter.	New York City
Illinois Glass Co.	Alton, Ill.
J. W. Colbert (N. Y. C.), Page McGirr (N. Y. C.).	
Imperial Metal Mfg. Corp.	Long Island City, N. Y.
Carl Bomeisler, Oscar Sondhelm.	

Innis, Speiden & Co. New York City
C. L. Speiden, L. E. Goessmann.

The C. E. Ising Corp. Flushing, N. Y.
Chas. E. Ising, Geo. H. Zirkel.

Richard M. Krause. New York City
Richard M. Krause, Joseph M. Lawrence, R. E. Chumassero.

E. M. Laning Co., Inc. New York City
E. M. Laning, Harold R. Bronk.

Lautier Fils. New York City
Francois Morel (Grasse, France), Samille H. Bourguet.

Pierre Lemoine Cie. New York City
C. R. Meltor.

The Lorscheider-Schang Co., Inc. Rochester, N. Y.
George S. Bartold.

George Lueders & Co. New York City
Edward V. Killeen.

Julian W. Lyon & Co. New York City
J. A. J. Wijmalaen, Polak & Schwartz, Ltd., Zaandam, Holland; Julian W. Lyon, R. G. Callmayer.

Magnus, Mabey & Reynard, Inc. New York City
Jos. B. Magnus, Geo. H. McGlynn, Edgar Peterson.

Manhattan Can Co. Brooklyn, N. Y.
C. S. Humphrey, Jack Selig.

Metal Package Corp. New York City
A. E. Bruns, G. Edward Fischer, Emmet M. Kaylor, Chas. G. Roberts, Chas. A. Rindell (Chicago).

Morana, Inc. New York City
Carl Schaezter, Warren E. Burns, Willard A. Walsh, W. H. Rowse, Walter Mueller, H. J. Kohl, George Lee, F. W. Stechmann, Jr.

New England Collapsible Tube Co. New London, Conn.
W. K. Sheffield.

The Owens Bottle Co. Toledo, Ohio
Paul S. Dennis (N. Y. C.).

Orbis Products Trading Co., Inc. New York City
Charles H. Alker, Leon C. Namy.

Compagnie Parento. New York City
Addington Doolittle.

Peerless Tube Co. Bloomfield, N. J.
Geo. H. Neidlinger.

Perfumers & Jewelers Box Co. New York City
Ernest Sondhelm.

Rossville Co. Lawrenceburg, Ind.
E. A. O'Shaughnessey, E. S. Lower (N. Y. C.).

Roure-Bertrand Fils. New York City
George Silver, Chester E. Tompkins, L. J. Zollinger.

Julius Schmid, Inc. New York City
Julius Schmid, C. F. Schmid, Julius Schmid, Jr., C. A. Kroenig.

George Schmitt & Co., Inc. Brooklyn, N. Y.
William H. Gunther, Wm. T. Campbell.

Swindell Bros. Baltimore, Md.
Harry O. Brawner, William E. Swindell (N. Y. C.), William C. Young (N. Y. C.).

Synfleur Scientific Labys. Monticello, N. Y.
L. de Hoyos.

Tin Decorating Co. Baltimore, Md.
Jules Smucker (N. Y. C.), W. H. Green (N. Y. C.).

A. M. Todd Co. Kalamazoo, Mich.
Paul Harold Todd.

Ungerer & Co. New York City
Wm. G. Ungerer, F. H. Ungerer, Chas. Fischbeck.

U. S. Industrial Alcohol Co. New York City
M. A. Whitaker, Burnell R. Tunisian.

A. L. Van Ameringen. New York City

The Waterbury Paper Box Co. Waterbury, Conn.
Fred L. Butz (N. Y. C.).

James A. Webb & Son, Inc. New York City
A. F. Wortman, Frederick Steffens.

R. Tyson White's Sons Paper Boxes. New York City
P. H. White.

White Metal Manufacturing Co. Hoboken, N. J.
S. H. Rumbough, H. Richter, E. S. Lucas.

Whittaker, Clark & Daniels, Inc. New York City
Willard B. Daniels, Samuel H. Clark.

A. H. Wirz, Inc. Chester, Pa.
A. H. Wirz, S. H. Corkran.

Young Bros. Providence, R. I.
L. Douglas Young, Milton M. Munter (N. Y. C.).

STANDING COMMITTEES

President Colgate announced the appointment of the following standing committees a few days after the meeting:

LEGISLATIVE COMMITTEE

D. H. McConnell, chairman (California Perfume Co., New York).

W. A. Bradley (D. R. Bradley & Son, New York).

Edwin Sefton (Harriet Hubbard Ayer, New York).

Adolph Spiehler (Adolph Spiehler, Inc., Rochester, N. Y.).

W. L. Schultz (Lightfoot Schultz Co., Hoboken, N. J.).

F. W. Jones (Melba Mfg. Co., Chicago, Ill.).

Mason Trowbridge (Attorney for Colgate & Co., New York).

RESOLUTIONS COMMITTEE

Northam Warren, chairman (Northam Warren Corp., New York).

F. C. Adams (Andrew Jergens Co., Cincinnati, Ohio).

C. M. Baker (Pond's Extract Co., New York).

C. W. Jennings (Jennings Mfg. Co., Grand Rapids, Mich.).

W. E. Burns (Morana, Inc., New York).

Howard Goodrich (Goodrich Drug Co., Omaha, Nebr.).

E. B. Hurlburt (J. B. Williams Co., Glastonbury, Conn.).

ENTERTAINMENT COMMITTEE

Wm. T. Hathaway, chairman (Colgate & Co., New York).

B. T. Bush (Antoine Chiris Co., New York).

A. F. Kammer (Carr-Lowrey Glass Co., Baltimore, Md.).

E. V. Killeen (Geo. Lueders & Co., New York).

Louis Spencer Levy, secretary (by invitation) (AMERICAN PERFUMER, New York).

MEMBERSHIP COMMITTEE

Jules Smucker, chairman (Tin Decorating Co., Baltimore, Md.).

W. A. Walsh (Morana Inc., New York).

C. Boscowitz (F. N. Burt Co., Ltd., Buffalo, N. Y.).

H. H. Bertram (A. P. Babcock Co., New York).

B. F. Zimmer, Chicago (Fritzsche Bros., New York).

Louis Spencer Levy (by invitation) (AMERICAN PERFUMER, New York).

TRANSPORTATION COMMITTEE

Edwin Sefton, chairman (Harriet Hubbard Ayer, New York).

F. N. Langlois (United Drug Co., Boston, Mass.).

J. Clifton Buck (Smith, Kline & French Co., Philadelphia, Pa.).

W. G. Mennen (Mennen Co., Newark, N. J.).

SPECIAL TARIFF COMMITTEE

A. M. Spiehler, chairman (Adolph Spiehler, Inc., Rochester, N. Y.).

H. C. Wright (Morana, Inc., New York).

M. H. Ittner (Colgate & Co., New York).

V. Vivaudou (V. Vivaudou, Inc., New York).

G. A. Pfeiffer (Richard Hudnut, New York).

C. Beilstein (Dodge & Olcott Co., New York).

J. A. Handy (Larkin Co., Buffalo, N. Y.).

E. V. Killeen (George Lueders & Co., New York).

W. L. Crounse, Washington, D. C.

OUTLOOK FOR 1922 BUSINESS FOR AMERICAN MANUFACTURERS OF TOILET PREPARATIONS AND PERFUMERY*

By ANDREW H. MELVILLE, Director of Research, The Nast Group

We are now entering the second year following the changed business conditions which brought about readjustment of sales and advertising policies.

In suggesting my topic the program committee recommended that I discuss in a practical way the various factors and influences which the manufacturer has been meeting and will continue to meet in building up his business.

I have recently returned from a trip of several thousand miles, covering 21 major cities and over 100 department and dry goods stores which sell toilet preparations of all kinds. The thing that impressed me most is that there never was a time when "quality" merchandise had such an opportunity to make itself felt as at the present time. Merchants all over the country are of one opinion that the consuming public does not want cheap or shoddy goods, even at a price. The public is buying more critically than it ever has before. It is using more judgment in buying than it ever has before. In addition to asking for "quality" merchandise, it is insisting that this merchandise be of fair price, i.e., that the consumer be charged a price which represents the value of the product sold.

During the war much poor merchandise was marketed and at such high prices that the consumer grew tired of it, and is now insisting upon getting a good product and at a price that represents the product's value. In the opinion of merchants over the country this consumer attitude of mind will do more to stabilize not only merchandise but the buying habits of people than anything else.

During 1921, people have bought liberally the so-called luxuries of life, including toilet preparations, jewelry, leather goods, furniture and the like, and have spent less money proportionately for the so-called necessities. This

Advertising is the bond which the manufacturer puts up and signs telling the consuming public about the character and quality of the merchandise which he is offering them. Millions of dollars of merchandise are sold every year because of the faith the public has in advertised products. Advertising is really a very wonderful thing when you consider it in this way.

Buyers of toilet preparations in some of the finest stores in this country say their customers come into their stores with implicit confidence that toilet preparations advertised in certain magazines are right. They say the advertisements of toilet preparations in these magazines are equivalent to an endorsement of the product by the consumer. Under such conditions publishers find themselves as much interested in honest products and honest advertising as the manufacturers are themselves.

RETAIL SALES OF TOILET SOAPS, PERFUMES AND COSMETICS

An analysis of the retail sales of toilet soaps, perfumery and cosmetics for the last four years is informative and instructive. The Internal Revenue Department shows that the people in the United States used \$1.76 worth of toilet soaps, perfumery and cosmetic in 1920, \$1.84 in 1921, and \$1.89 in 1922, or a net increase of 7.2% in the three years.

If we subdivide them into (1) toilet soaps and (2) perfumery and cosmetics, we find that the American people consumed 96c. worth of toilet soaps in 1920, \$1.11 worth in 1921, and \$1.32 in 1922, or an increase of 37.5% in the three years. In perfumery and cosmetics the story is quite a little different. The high year was 1919, with a total consumption of \$1.13 per capita. In 1920 it fell off 29%, with a consumption of 80c. per capita; 1921 dropped to 72½c. per capita; 1922, 57c. per capita. From 1919 to 1922 the consumption of toilet preparations in the United States decreased practically 50%.

Perfumery, Cosmetics, Etc.										
	Grand Total	Gain Loss	Toilet Soaps	Gain Loss	Total	Gain Loss	Domestic	Gain Loss	Foreign	Gain Loss
1919					\$112,800,000		\$90,000,000		\$22,500,000	
1920	\$176,317,426		\$95,969,426		80,348,000	-29%	64,278,810	-29%	16,069,702	-29%
1921	183,698,303	+4.1%	111,188,698	+16%	72,509,605	-10%	58,077,624	-10%	14,569,921	-10%
1922	189,166,305	+2.9%	132,013,441	+19%	57,152,864	-21%	45,722,291	-21%	11,430,572	-21%
	+7.2%		+37.5%		-49.2%					

indicates that people are appreciating the nicer, worthwhile things that make life more worth living—the little touches, so to speak.

This increased volume of business and increased purchasing is going on among the better class of stores and among the more well-to-do customers. As a matter of fact, the best market today available to the manufacturer is "quality" merchandise offered to the well-to-do classes. Women are using more perfumes, cosmetics and toilet soaps because it is their nature to use them; they like the nice things that make their persons and dress more attractive. They appreciate that good breeding demands it and that perfumes and cosmetics are hygienic necessities.

Every reputable magazine should exercise care and show only such advertising as is thoroughly honest, both as to the product advertised and the character of the advertising describing the merchandise.

*Paper read at 28th annual meeting of the Manufacturing Perfumers' Association of the United States, New York, 1922.

There is practically no competition offered by the foreign manufacturer of toilet soaps, and the American manufacturer had little opposition in this field aside from his own American competitors.

In the perfume and cosmetics field, 80% of the total sales are domestic and 20% foreign. The French manufacturer already has quite a hold on the American market and probably will continue to have a growing business, stimulated by generous advertising and the prestige which usually attaches to French products.

In spite of the fact that the American manufacturer of toilet soaps has no opposition from foreign manufacturers, he kept up a continuous campaign of consumer magazine advertising in this country. The results are shown in a big increase in business from year to year, in spite of depressed business conditions. The American manufacturers of perfumes, creams and powders with much French competition kept up a less consecutive campaign of advertising, decreased his volume of advertising very much more, with the result that his sales, as shown in the above table, have decreased rapidly from year to year.

Had the American manufacturer advertised his perfumes and cosmetics as consistently as he did his toilet soaps and

does as much to educate the American public in the uses of them, the slump in sales of perfumes and cosmetics might have been very much less.

1920 as compared with 1921 may be of interest to the manufacturer of these products.

TOTAL MAGAZINE LINEAGE USED BY MANUFACTURERS OF TOILET SOAPS, PERFUMES AND COSMETICS

	Grand Total	Domestic	Foreign	Soaps	Miscellaneous	Perfumes, Creams and Powders		
						Total	Domestic	Foreign
1920	1,986,745	1,861,936	124,809	434,982	845,699	706,064	581,255	124,809
1921	1,235,770	1,171,282	64,488	311,220	507,010	417,541	353,016	64,488
	-37.7%	-35.4%	-48.3%	-28.4%	-40%	-41%	-39.2%	-48.3%

The American consuming public is buying merchandise of all kinds based on "quality" first, and price second. In the case of toilet preparations the attractiveness of the package is the big feature. In fact it probably is the biggest factor in selling, but after it is once sold "quality" must keep it sold.

The American manufacturer has a great deal to meet in the way of French competition. Recently the speaker sent a letter to the buyers of toilet goods in 20 stores in as many different cities. These stores were of both high and medium class. I asked six questions with reference to the sales of perfumes.

Question 1. "What are the names of your best selling perfumes?" To our surprise we found that 85 per cent of the stores listed two French perfumes as best sellers. The third, fourth, fifth and sixth best sellers were American perfumes.

Question 2. "Which brands have shown the greatest gains during the past twelve months?" The same two imported products were again given first and second place.

Question 3. "Do higher priced lines now move as fast as a year ago?" Sixty per cent answered "they move faster"; 40 per cent "as fast as a year ago."

Question 4. "Is there a market in your community for another high class perfume provided it is well advertised and liberally supported by dealer help?" Fifty-five per cent answered "yes"; 30 per cent said "possibly"; 15 per cent said "no." This indicates that there is a market for new high grade perfumes.

Question 5. "What kind of advertising would help you most?" The replies indicate that magazine and newspaper advertising are preferred first, direct mail appeals second, and theatre program advertising third.

Question 6. "What kind of dealer helps would you value most?" Sixty per cent preferred miniature samples; 15 per cent asked for demonstrations; 10 per cent asked for real quality in packages; 10 per cent for low introductory prices; 5 per cent for advertising allowances.

MUST EDUCATE THE AMERICAN PUBLIC

The meat of these replies seems to be that the American manufacturer of perfumery even though he has a product that is equal to French products, must educate the American people into believing so. He must have campaigns of educational advertising and keep them up in a consistent consecutive way as the imported lines are gradually increasing their popularity and prestige.

No manufacturer of perfumery can build up a big volume of business today unless in addition to his salesmen he has a campaign of advertising. "Merit and Quality" in an article are very important. In fact, no product can live unless it has merit. The more you advertise a poor product the quicker you put it out of business. The more you advertise a "Quality" product the more you increase sales. But "Merit" alone is not enough. Emerson once said, "If a man will manufacture the best mouse-trap in the world and set up a factory in the middle of a virgin forest miles from civilization people will beat a path to his door and buy all he can make." This might have been true in Emerson's day, but it is not true in this day of competition. People are not looking in the middle of woods nor in piles of timber to find "Quality" merchandise; they are looking for it in the best stores of the country and are expecting to see it featured on the pages of "Quality" magazines.

In this connection if I were seeking distribution of a new toilet preparation of quality I should do so through the medium of trade journals and class magazines. The class

magazine is read by well-to-do people of influence and standing. These people determine to a large extent what the dealer will stock and therefore what other women in the same community will buy.

Ernest Elmo Calkins in February, 1921, *Printers' Ink* put the value of the class market in an apt and striking way. I

will quote what he says: "In any town or neighborhood there are a few families whose trade is especially desirable to the dealer. He would go to some lengths rather than lose it. Mrs. A. and Mrs. B. and Mrs. C. may ask for goods without disturbing the dealer. Their buying power is small; they are not influential people. When Mrs. D. has been reached and interested, her request has weight. The dealer who has ignored the first three women pays attention to the fourth. He remembers that she is a large customer; her monthly bills are more than the other three put together. She is a woman who has influence with her friends; their trade is necessary to him. On Mrs. D.'s request he stocks the goods. Mesdames A., B. and C., who have already tried to get the goods, and also Mesdames E., F. and G., who never thought of buying them, will all buy them now because the dealer having them in stock makes an effort to dispose of them. Thus by convincing one woman, and that the right woman, certain goods are made available for the entire community."

VALUE OF CO-OPERATIVE ADVERTISING DRIVES

It has been said that this Association is contemplating putting on a co-operative advertising campaign. Such co-operative advertising of American toilet preparations will be successful just to the extent that the members of the Association are united in what they are attempting to do and to the extent they co-operate. We have had twenty-four such campaigns featured in our magazines during the last year. Many of them have been successful. If members can agree on what they want to accomplish and upon the fundamental principles underlying the campaign and are willing to place implicit confidence in committees to carry out the plans and details, such a campaign will probably be successful, but members must not expect too much from co-operative advertising.

Co-operative advertising alone is not enough. For each dollar of co-operative advertising, the individual members should spend \$5 for advertising their own products.

The coffee roasters' three-year campaign, 1919-1921, is a notable example of a great success. The members were entirely agreed upon a plan of advertising, supported it loyally, and in addition advertised freely and generously their own lines with the result that during the first two years a 40 per cent increase in the consumption of coffee was noted in this country in spite of the opposition of doctors, health officers and health sanitariums combined.

I believe that the American market for American made perfumes and cosmetics is only 30 per cent saturated. The Internal Revenue reports show a decided slump in the last three years. What the American manufacturers accomplish in the next three years depends entirely on how effectively they educate American women to use the delicate, highly useful articles they are making, and that mean so much to her comfort, pleasure and satisfaction.

From a Pleased Patron of "Perfumer" Advertisers

(From A. S. La Zoris, Chicago, Ill.)

I would like to take this opportunity to tell you of the high regard I have for your periodical. The company I am with is a subscriber and I am at present purchasing raw materials from a number of your advertisers. I read with a great deal of interest both the advertisements and articles on perfumes.

THE FLOWER AND THE ORGANIC CHEMIST: PERFUMES—NATURAL AND SYNTHETIC*

By MARSTON TAYLOR BOGART, Columbia University, New York

De gustibus non disputandum est somewhere more clearly applicable than in the field of perfumes. "One man's spinach is another man's poison ivy." An odor highly pleasing to certain individuals may be exceedingly disagreeable to others. The dictionary's definition of a perfume, as "the scent emitted from a sweet-smelling substance; a pleasant odor," therefore does not help us to standardize perfumes, or to prove that all odors which please you and me belong *ipso facto* in that category.

In the absence of any absolute standard of reference, we must fall back upon the verdict implied in the extent of the demand for the different odors and the price which such perfume substances command; a verdict which naturally will vary considerably from year to year, for there are fads and fashions in this field as in others, and will not be identical in different countries, or even among different classes of the population in the same country.

In man, the olfactory cells are located in a recess in the upper back portion of the nasal cavity, away from the direct air current to the lungs. These cells have fine hairlike tips reaching to the surface of the mucous membrane lining the cavity and exposed to the chemical stimuli of odors, while backward from their bases extend long slender sensory nerves which pass through the bone and into the skull chamber and brain stem, there connecting through their end-brushes with the dendrites of nerve cells, whence the stimulus travels to the olfactory area of the cortex, there to be received, interpreted, and the information utilized or filed. These olfactory cells are unique among vertebrate sense cells in being provided with their own sensory nerves, instead of depending upon the sensory axon of an ordinary nerve cell.

To stimulate this organ and produce the sensation of smell, particles of the substance must be brought into actual physical contact with the hair tips of these cells in the mucous lining, either carried by a current of air or by diffusion of the vapor, dissolving in the moisture of the olfactory epithelium and there reacting chemically with the nerve tips; from which it follows that only such substances can possess an odor as are at least partly volatile at the temperature of observation. It has been shown, however, that liquid carriers may also be used, and that odor may be detected when odoriferous substances are dissolved in saline, or other suitable menstrua, and taken into the nostrils. This, of course, suggests the possibility of a stimulus to the olfactory sense by a solution whose solute is itself too difficultly volatile to give off any perceptible fragrance at ordinary temperatures. It is worth noting that in such cases the odor varies with the concentration of the odoriferous substance in the liquid, being quite different in strong solutions from what it is in dilute ones. The theories which postulate odor as due to a form of motion of the ether, and its transmission as similar to that of sound or light, appear to be without any convincing experimental proof.

The olfactory, or first nerve, is hard to investigate because its receptive surfaces are intimately associated with those of the fifth nerve, which is a nerve of common sensation (tactile). For this reason, true smells, *i.e.*, those substances which stimulate the olfactory only, are hard to separate from pungent substances, like vinegar, which stimulate the fifth nerve as well.

THREE GROUPS OF OLFACTORY MUCOUS MEMBRANES

For these reasons, Beaunis arranged all substances which affect the olfactory mucous membranes in three groups:¹

1—Those which act only on the olfactory nerve—(a) pure scents, or perfumes, without pungency; and (b) odors with a certain pungency, like menthol.

2—Those which stimulate simultaneously both olfactory and tactile nerves, like acetic acid.

3—Those which stimulate only the tactile nerves, like carbon dioxide.

Zwaardemaker,² who has studied the subject both extensively and intensively, recognizes nine classes of pure odors, corresponding to Beaunis' first class, which he designates as follows:

1—Ethereal, or fruity; characteristic in general of the fruits, and due in most cases to the presence of various esters; including also beeswax, and certain ethers, aldehydes and ketones.

2—Aromatic, which is further divided into:

(a) Camphoraceous; borneol, camphor, eucalyptol.

(b) Spicy; eugenol, ginger, pepper, cinnamon, cassia, mace.

(c) Anise-lavender: anethol, lavender, menthol, thymol, safrol, peppermint.

(d) Lemon-rose: geraniol, citral, linalyl acetate, sandalwood.

(e) Amygdaline: benzaldehyde, oil of bitter almonds, nitrobenzene, prussic acid, salicyl aldehyde.

3—Fragrant, or balsamic, composed of:

(a) Floral: Jasmine, ylang-ylang, orange blossoms, lilac, terpineol, lily of the valley.

(b) Lily: lily, tuberose, narcissus, hyacinth, orris, violet, ionone, mignonette.

(c) Balsamic: vanillin, piperonal, coumarin, balsams of peru and tolu.

4—Ambrosial: musk and amber. This odor is present in the flesh, blood and excreta (referable to the bile) of certain animals.

5—Alliaceous, or garlic: onion, garlic and many compounds of S, Se, Te and As; and subdivided as follows:

(a) Alliaceous: hydrides of S, Se and Te, mercaptans, organic sulphides, thioacetone, asafetida.

(b) Cacodyl-fish odors: hydrides of P and As, cacodyl compounds, $(CH_3)_2N$.

(c) Bromine odors: Br, Cl, I, quinone.

6—Empyreumatic, or burnt: as in tar, baked bread, roasted coffee, tobacco, benzene, naphthalene, phenol, and products of dry distillation of wood.

7—Hircine, or goat: due in the case of this animal to the caproic and caprylic esters contained in the sweat, and typified also by perspiration and cheese.

8—Repulsive: such as are given off by many of the narcotic plants and by acanthus.

9—Nauseating, or fetid: as given off by products of putrefaction (feces, etc.), and by certain plants.

Unfortunately, we have no words to represent shades of odor, as we have for colors.

The psychologists, as the result of Henning's investigations, incline to the opinion that there are but six elementary odors:³

1—Spicy, found in pepper, cloves, nutmegs, etc.

2—Flowery, found in heliotrope, etc.

3—Fruity, found in apple, orange oil, vinegar, etc.

4—Resinous, found in turpentine, pine needles, etc.

¹Stewart, "Textbook of Physiology."

²"Physiologie des Geruchs," 1895, 233.

³Woodworth, "Psychology," 203.

*Published by courtesy of the American Chemical Society. Paper read at the Birmingham meeting, April 5, 1922.

5-Foul, found in hydrogen sulfide, etc.
6-Scorched, found in tarry substances,
and that all others are made up of blends of these six in
varying proportions.

Dr. Septimus Piesse maintained that inasmuch as every
perfume produces its own peculiar effect upon the olfactory
cells, just as every musical note has its own characteristic
action upon the ear, therefore all odors can be arranged in
a scale or gamut, corresponding to the musical scale; and
he actually constructed such a scale of perfumes, each note
of the musical gamut having its corresponding perfume, the
heavy odors (patchouli, vanilla, etc.) representing the low
notes, and the sharp odors (peppermint, citronella, etc.)
the high ones. This he termed his "odophone," and asserted
that no proper blend could be made unless the component
perfumes harmonized in the scale. Thus, the chord of C,
for example, would constitute a harmonious blend.

AGREEABLE AND DISAGREEABLE CLASSES

The organic chemist's method of attack upon this problem
of classification of odors will be explained a little later.
Most of us rest content with just two classes; agreeable and
disagreeable.

No sense is more marvelously delicate than that of smell,
nor is any more potent in awakening our memories and our
emotions. Some people may be indifferent to music, but
those unaffected by odors are rare indeed. A breath of per-
fume brings instantly before our vision past scenes with
all their pain or pleasure. Kipling recognized this when he
wrote: "Smells are surer than sounds and sights, to make
the heart strings crack." From certain odors we recoil
instinctively, not because they are intrinsically unpleasant,
but because of the associations they recall; while others,
perhaps unattractive to our fellows, possess a peculiar fasci-
nation for us. The recognition of a perfume is practically
instantaneous, as is the picture it conjures up. It is like
suddenly glimpsing a familiar face in a passing crowd.

The olfactory cortical center in the hippocampal lobe is
known to be widely connected with other parts of the cere-
brum, and this probably explains the extensive associations
connected with odors, and the excellence of our olfactory
memories. In animals like the dog, with highly developed
olfactory organs, and among the invertebrates, it is inti-
mately connected with the sexual reflexes, and some remnant
of this relationship is found in the human organism. Com-
parative anatomy reveals the interesting fact that phylo-
genetically smelling is the oldest sense of all, and it is also
true that it gives pleasant or unpleasant sensations in a
more marked and general way than either sight or hearing.
Of the so-called special senses, it appears to be the one most
closely connected with animal appetites, and Howell¹ is led
to remark that "over-gratification or over-indulgence of
this sense, according to historical evidence, has at least been
associated with periods of marked decadence of virtue
among civilized nations."

It is also one of the senses particularly susceptible to
"adaptation," i.e., a diminution or cessation of the sensation
in spite of the continuance of the stimulus, a phenomenon
probably akin to fatigue. Both individuals and odors show
widely divergent behavior in this respect. Some odors
quickly fatigue or benumb the sense of smell in nearly all
persons; whereas, with other smells, only a few individuals
will gradually lose their ability to detect them while remain-
ing in the same atmosphere.

Drugs that act centrally may stimulate or depress the
sensation. Thus, strychnine and caffeine stimulate it, while
chloral depresses it. The application of cocaine to the nasal
mucous membranes totally paralyzes the sense of smell. In
disease, changes in the nerve may occur, occasionally result-
ing in total loss of this sense (anosmia).

MEASURING OR ESTIMATING THE AMOUNT OF AN ODOR

The actual amount of an odor which can be clearly per-
ceived by man is in many cases exceedingly minute. Cam-
phor is detected in a dilution of one part in 400,000; musk
in 1:8,000,000; vanillin in 1:10,000,000. Vallentine found
that 1/120,000 of a grain of oil of rose was all that was

necessary; while Fischer and Pentzoldt determined that
1/460,000,000 of a milligram of mercaptan was the ap-
proximate minimum amount coming into contact with the
olfactory nerves and immediately recognized by them. The
pleasant odor of the soil was ascribed by Berthelot, the dis-
tinguished French chemist, to traces of an unidentified cam-
phoraceous body, of so powerful a fragrance that even a
trillionth of a milligram gave a clearly perceptible smell.

In man, the acuteness of the sense varies widely. Some
few individuals appear to lack it entirely, i.e., are smell-
blind. It is perhaps surprising to find that, on the average,
it is much more delicate in males than in females. By
practice, it may be extraordinarily developed, as we see in
our own North American Indians, and in some African
races and aboriginal tribes, who can track enemies almost
like a hound. Among practical perfumers, it is also found
cultivated in high degree, especially on the analytical side.
A blend, which the layman thinks is a simple perfume, is
recognized immediately by the expert as a composite, many
or all of whose elements are entirely familiar to him.

One of the beneficent provisions of Nature consists in a
sharpening of other senses when some one sense is lost. It
is Nature's way of doing her best to compensate for the
damage suffered. A group of humanitarian Parisian per-
fumers are engaged in training men who were blinded in
the war to become experts in evaluating odors, not only
as a measure of reconstruction, but also in the well-grounded
belief that a blind man, freed from any distractions asso-
ciated with vision, should make a perfumery expert of the
first rank.

Yet more amazingly acute is this sense in other members
of the animal kingdom. The ability of dogs to follow a
scent to which the human nose is wholly blind is a familiar
example, as is also the scenting of hidden carrion by vultures
at incredible distances. Pliny affirmed that carrion crows
have so keen a sense of approaching corruption that they
can scent death three days before actual dissolution, and
hence sometimes pay the moribund a visit before his time,
to avoid disappointment. This is perhaps the origin of the
popular superstition that such a visit forebodes death.

The shark, which is among the more active and intelligent
of the fishes, has an olfactory membrane which, if spread
out, would cover some 12 square feet.

INSECTS NEARLY ALWAYS DISAGREEABLY ODORIFEROUS

Many insects are strongly odoriferous, and the odors
emitted are nearly always disagreeable. Insects also possess
a remarkably developed sense of smell, the olfactory organs
being located mainly or exclusively on the antennae, in the
form of specially modified sense hairs, or sensillae, which
are particularly highly developed in insects with the sharpest
sense of smell (e. g., in ichneumon flies). Huber has shown
that bees are greatly excited by the smell of their own sting
poison, and that they dislike musk, but have no aversion to
asafetida. Bomare's experiments indicate that the friendly
bedbug (*Cimex lectularius*) is attracted, not as popularly
supposed by the warmth of the couch, but by the scent of
his victim. It is not unlikely that other human parasites
and insect enemies, e. g., mosquitoes, gnats, etc., also locate
their prey similarly in the dark. The *Arum dracuncul*
bears a large liver-colored flower, and exhales a stink which
is so fetid and carrion-like that blow-flies, carrion flies, and
other slaughter-house frequenters are said to mistake this
flower for putrid meat and flock to it from all directions
there to deposit their eggs.

Some of the most interesting researches are those which
have been conducted with ants² insects which can perceive
odors either diffused in the air or dissolved in liquids. The
tactile and olfactory sensillae are so closely associated on
the antennae that when the latter actually touch an object,
the ant probably receives both tactile and olfactory stimuli
simultaneously, which Forel believes fuse to a single sensa-
tion and which he calls the topo-chemical, or contact-odor
sensation, and endows the ant with a sense of odor-shape.
He explains this by suggesting that we imagine ourselves
either blind or in total darkness, but possessed of exceed-
ingly delicate olfactory organs in our finger tips. As we
moved about, then, touching various objects, our environ-

¹"Physiology," 305.

²See W. M. Wheelers's "Ants."

ment would appear to us to be made up of odors of different shapes, and we would speak of spherical perfumes, oblong stinks, etc. Our mental processes would be governed by a cosmos of chemical configurations, just as they are now by a world of visual (i. e., color) shapes. As ants spend most of their time in the dark recesses of the nest and rely but little upon their eyesight, it is evident that their mental processes must be quite different from our own. These insects also exhibit remarkable powers of odor-discrimination and odor-association, enabling them not only to distinguish the smells characteristic of species, caste, sex, and individual, as well as the adventitious odors of the nest or surroundings, but also (according to Miss Fiedle) even progressive odors, due to the changing physiological condition of the individual with advancing age, a refinement which in the case of humans might save us many complications and embarrassments.

ODORS ORIGINATED IN RELIGIOUS WORSHIP

The use of sweet-smelling substances appears to have originated in religious worship, to which service they were for some time wholly consecrated, and it is from Persia that we first hear of them. The caravan which carried Joseph captive into Egypt was engaged in this traffic between the latter country and Persia. Alexander the Great, after his defeat of Darius, found in the latter's camp great treasures of perfumes and precious salves.

Among the Jews such material was consecrated to the church, and in the Bible several passages occur where they are rebuked by their prophets for using them upon the person. Sweet balsams and gums are frequently mentioned in the life of our Saviour. At His birth, frankincense was offered Him by the Wise Men, later Mary anointed His feet with precious ointment, and after His crucifixion Joseph of Arimathea placed His body in the tomb with balm and sweet spices. It was this custom which originated our word "embalm."

The Greeks always described their gods as being redolent of ambrosia and, according to their mythology, man would have no knowledge of perfumes had it not been for the indiscretion of Oenone, one of the nymphs of Venus. As early as 300 B. C., Apollonius wrote a treatise upon perfumes, in which he speaks of essence of rose, iris, and others, mentioning the localities producing the finest quality. The Athenians even had special perfumes for various parts of the body—palm oil for the cheeks and breast, mint for the arms, marjoram oil for the hair and eyebrows, thyme for the neck and chin, but the odor of the violet was prized most highly by them, even as it is with us at the present day. The use of perfumes became such a craze that the perfume shops of Athens were the general rendezvous, where matters of State were discussed, fashions talked over, and stories exchanged, and it was just as natural for an Athenian woman to say "Meet me at the perfumer's," as it would be for a New Yorker to say "Meet me at the theater." At fashionable entertainments the rooms were often perfumed, and occasionally trained doves, whose wings had been previously wetted with the most delightful essences, were allowed to fly about, the vibration of their wings raining perfume down upon the heads of the assembled guests. Solon finally proposed a law restricting the sale of perfumes, to that none should be sold to men, at least; and Socrates bitterly complained because the slave and the free-man, when perfumed, smelt exactly alike.

From Greece, the use of perfumes traveled to Rome, where it was similarly abused. Thus, it is said that Nero, at the funeral of his wife Poppaea, used more perfumes than all Arabia then furnished in a whole year. Pliny raised his voice against such excessive use, and under the Consul Licinius Crassus a law was passed restricting the use of perfume substances, so that the churches should not lack. It is amusing to read that Plancius, proscribed by the triumvirs and pursued by their soldiers, took refuge in a cave, but his hiding place was betrayed by the perfume issuing therefrom.

WHEN PERFUMES MET A WATERLOO

The overthrow of Rome obliterated the commerce of Europe, and perfumes disappeared from the Continent until brought back by the Moors from Arabia. In this latter

country, their use had never ceased, and whole districts were devoted to raising flowers for this sole purpose. The "black-eyed hours" of the Koran, were not to consist of ordinary flesh and blood, but "of purest musk." The Arabian physician Avicenna, in the tenth century, practiced the art of distilling perfumed waters; and in the twelfth century rose water, and possibly others also, was available in large amount, for on the entry of Saladin into Jerusalem, in 1157, the walls of the Mosque of Omar had been previously washed with it.

From the settlements of the Moors, the use of perfumes spread to France, where it soon became general and lavish, reaching its climax at the court of Louis XV, where the royal rooms were perfumed each day with a different odor, and where it was deemed an act of gallantry for a courtier to use the favorite perfume of the lady he courted, just as the knight carried his lady's colors.

Perfumes are said to have been introduced into England by the Count of Oxford, who brought some from Italy in the fifteenth year of the reign of Queen Elizabeth, and their use appears to have been carried to extremes there also, for in 1770 the English Parliament passed a law which provided that "any woman, of whatsoever rank, profession, or condition, girl, woman, or widow, who, subsequent to the date of this Act, shall deceive, entice, or influence to marriage, any of Her Majesty's subjects by the aid of Perfumes, False Hair, High Heels, . . . shall be subject to the same penalty as that now in force against sorcery, and the marriage shall be declared void and of no effect."

Today the use of perfumes has spread over the world, and has extended to all classes of the community, with a steadily increasing demand. It has given birth to an independent and important industry, regulated mainly, it is true, by fashion and the taste of the consumer, but which nevertheless gives employment to thousands of men, women, and children, urges on the botanist to search for new plants containing odoriferous oils or resins, busies the engineer with devising new machinery for their extraction, and gives to the chemist the fascinating problem of determining the composition of these perfumes and of reproducing or imitating them in his laboratory.

(To be Continued)

OIL OF SASSAFRAS

R. M. Dudley, writing in *Ungerer's Bulletin*, gives an account of the oil of sassafras industry, its history, the methods employed in distillation, etc., which is quoted in the *Journal of the American Pharmaceutical Association*. The total annual American production averages about 85,000 pounds annually.

"The natural oil is yellow to reddish brown, according to the character of the root employed and the form of still used. Since there is no corresponding difference in quality no effort is made to keep the different varieties of root separate. The U. S. Pharmacopœia recognizes the yellow to reddish color as official.

"Authorities differ as to the correct specific gravity. Proctor states that it varies from 1.087 to 1.094, increasing somewhat with age, while the U. S. P. requires that the official oil have a somewhat lower specific gravity, from 1.065 to 1.075. Since the specific gravity of the principal constituent, safrol, is given as 1.11 and those of the other important ones are lower it would seem that the higher specific gravity would imply a greater percentage of safrol in the oil.

"The optical rotation, according to the U. S. P., should be +3° to +4° and all oil sold with the U. S. P. label must conform to this standard. High grade Oil Sassafras, however, has a lower degree of rotation, usually slightly more than two degrees, which agrees with results obtained by Schimmel and Company who found the correct figure to be +2.14°. The main constituent, safrol, is inactive as are the pinene and phellandrene which are also stated to be present. The plus rotation must therefore be due to other minor constituents and, if exceptionally high, to adulteration, usually with oil of camphor.

"A pure, high quality Oil Sassafras should have a specific gravity of close to 1.070 at 25°C and a plus optical rotation of slightly above 2°."

CORRECT THINKING IN REGARD TO BOTTLING AND PACKING MACHINERY*

By C. M. SCHOFIELD, Chicago, Ill.

Progressive bottlers and packagers generally, recognize more clearly than ever, that regardless of the selling price of their products, the question of profit hinges mostly on the degree of economy they can secure in production. Therefore, "Correct Thinking in Regard to Bottling and Packaging Machinery" must deal with suggestions that are at least aimed toward giving you a better line of thought toward the securing of greater "economy in production."

I shall not impose upon your hospitality by advocating the adoption of any special mechanical unit, nor stress any special engineering abilities of my associates, but I believe I can give you one or two helpful general ideas that you can carry with you out of this meeting and back into your own respective plants and laboratories.

There are two elements that dictate improvement in bottled and packaged goods of every character. First, the natural ambition to put out a better quality article in a more attractive, safer and conveniently handled package, produced under the most sanitary and economical methods and marketed with all the enthusiastic ingenuity, aggressiveness and success rightfully born of these perfections—while the second is the necessity of meeting or beating your competition in any of the above divisions.

To whatever extent you are attracted to and governed by either of these mental whips, you are thereby tagged either as a "creative chemist and manufacturer," or as a "merchant manufacturer," and there is considerable glory in each field.

But whether you are of the first classification, or the second, what I have to say applies with equal force, because in these days of high-powered merchandising tactics, only the highest grade merchandise produced under the lowest costs consistent with the maintenance of your quality and distributed under a fair and equitable plan that protects the joint interests of yourselves, your jobbers and your retailers, will continuously survive the competitive jolts that are inevitable.

The "gods of business" give to men a great privilege—the privilege of choice of many moves that are either suggested to them or spring naturally from their own minds and mental processes.

But those same forces hold in their other hand another power equally strong and with disastrous possibilities, the penalty of wrong choice or of "no choice."

For it is a regrettable fact that many business men do not appear to make any free will or definite choice; they merely drift with the tide and say nothing or do nothing unless someone has said it or done it before them.

Bottling and packaging machinery cannot be successfully considered or effectively installed on any basis of doing it "because George did it." The right basis upon which to improve your product and your production processes is because improvement is a natural law, a commercial duty and brings the largest net reward.

If there is in the power of choice a penalty for incorrect thinking, there must be a reward for correct thought and correct action, and there is such a reward, a big reward, a financial, pocketbook, money in the bank reward, plus a

sense of personal gratification that is about the keenest personal enjoyment a progressive man can feel.

Improving your product sustains the morale, stimulates new interest and multiplies the efficiency of your sales and administrative divisions, in spite of the fact that its specific application may be directed only toward reducing the cost of your mixing, filtering, filling, corking or handling processes.

NEVER STIFLE THOUGHTS OF PROGRESS

The first step toward progress is the thought, the inspiration, the mental urge to do it; please do not stifle it, for any thought of progress is too vital and precious an impulse to be rejected.

It may come to you in such fashion as to be seemingly unusable in its primary form, but if it seems too elaborate in its scope, boil it down, trim it to your size and purse, but do not cast it aside.

Ideas of progress are business life, and if you are fortunate enough to be blessed with the inspiration of new ideas, you are lucky, and it is up to you to make use of them to your own profit and the service of mankind.

One good idea put into action breeds more. At one time I was an employee of a concern to which I contributed several fairly successful ideas, but from which I did not receive any special personal reward so far as I could see, so I tried the experiment of withholding another good idea that came to me. In that experience I gained a valuable lesson which I trust some of you may accept and apply. By keeping that idea locked up in my head I stifled the growth of several others that were just as good and from which no power on earth could have prevented me from eventually profiting if I had put them out and put them to work.

A GREAT FIELD FOR UTILIZING NEW IDEAS

No field is greater for the application of new ideas than your bottling and packaging department, because the individuality of all liquid, powdered, pulp or pulp products is tied up to some extent by the entire world's progress in chemical combination, and whatever individuality there may be in your product will demand some measure of individuality in the design, manufacture and installation of proper mechanical equipment to handle it.

Many products which are to all appearances the same and are intended to produce very much the same results, are, on analysis, found to be radically different so far as their influence on mechanical production is concerned.

This may be from certain special ingredients reacting in different manners under special treatment and their drastically different effect upon various substances with which they come in contact.

The business of bottling and packaging machinery is to reproduce in commercial multiples your laboratory successes, but at no sacrifice of either their effectiveness or salability.

Remember above all things, that when you apply mechanical aids to your processes you are not after a temporary, but a permanent solution and one that will advance your interests in a permanent manner.

SOME BENEFITS GIVEN BY MACHINERY

What are the objects gained by the installation of properly designed bottling and packaging machinery?

First—It will reduce your cost per package, by cutting down the number of employees to produce the same output, by saving loss of materials through wastage in methods or spoilage in delay, by saving costly floor space that is now wasted, by attracting more intelligent and more productive labor through improved working conditions and more attractive surroundings.

Second—It will increase your sales results, by improving the quality and the appearances of your goods and your packages, by stimulating the selling power of your whole

*Address delivered before the United Medicine Manufacturers Association, Pittsburgh, Pa., April 27, 1922.

organization through greater pride in your goods and their results, by expanding into unlimited fields your own conception of the sales possibilities for your products.

Last—It will make your continuous daily production more secure by transferring most of the responsibility of both the quality and regularity of your output from human to mechanical hands, and by giving your executives more freedom from factory drudgery and more time for essential problems connected with your expansion and progress.

I realize that the idea suggested here, to many of you at least, is a complete tearing down, replanning, rebuilding, or reinstalling some master combination of elaborate and costly equipment, but I mean nothing of the kind. I am urging upon you with all the earnestness and sincerity at my command only this, that each of you will reach this decision, "that for its own protection and progress, our concern will, from now on, use and apply some of the aid available through mechanical progress."

This may mean only a rearrangement of your present equipment, it may mean the introduction of only one small, low cost unit, but that is not my point. If this idea becomes your permanent policy, or if it is already your policy and becomes more definitely active and defined, then I have today rendered you a real service and justified a hundred-fold the time and effort. For the big thing I am trying to tell you, is the big thing in business, the "determination to progress," and the mere fact that I urge it as applied to bottling and packaging machinery, does not, in any sense, limit its influence to that division alone.

Methods and means of progress follow the determination thereof as day follows the night, and where your bottling and packaging departments are progressing, you can rest assured that your sales, advertising, distribution and collection departments are also in a state of progress.

The contract you assume with the powers that rule success in business when you embark in their field, is a stiff one, for as they bless and prosper the live and intelligently conducted business, with equal certainty do they destroy the sluggish business always, and you are vitally in error when you decide that the degree of expansion in your sales is a matter of stubborn choice or that the efficiency of your production facilities is a mere personal privilege of which you control both the reward and the penalties, nor can you successfully regulate over any continued period of years any exact balance between sales and production.

You can take your choice: Keep your production department upset and befuddled by excess sales above its mechanical possibilities to the detriment of your quality and the resulting danger to your hard earned prestige, or reverse the order and by intelligent planning and proper consultation with competent advisors, keep your production facilities slightly ahead of your sales so that a natural and constant urge is on your sales and advertising efforts and your business enjoys that steady, healthy expansion that blossoms frequently into a new addition, with a few more high-grade Americans added to your payroll, and the multiplied pleasure of all this added to an increased financial return.

Now to sum it all up and make this the best service, we must get this thought down to "brass tacks." Let us make it as simple as A B C.

Supposing you were prepared to turn out a daily volume of \$100 at a cost of \$100, including every form of expense and your own salary. A financial friend says, "I'll advance you \$100." You could operate, but you would be nothing ahead except what you could save out of your own salary. Would that be a hopeless case? Not at all, for you would save something out of your share, and if you were thrifty, that saving, no matter how small, would accumulate slowly. Now if you had the "determination to progress" previously referred to, if you had correct ideas yourself or were properly advised, these savings would soon buy one small but effective mechanical unit, resulting in either one of two things, "more production with the same labor" or "the same production with less labor."

Still continuing our thinking along primitive lines, it is obvious that the \$100 cost on \$100 production would be reduced and the rate of savings would be increased. Carry that thought to its logical conclusion and you have the real aim and purpose of all honestly conceived and constructed

bottling and packaging machinery, for its sole excuse for existence and acceptance is the delivery of "More Output with Less Labor," and it is being put into more and more varieties of service just in proportion as it makes good on this program, for we practice what we preach, and every few days finds some improvement added to our present lines or a new discovery disclosed in an entirely new unit.

So I leave you this thought: You have the choice of progress, you have the obligation to progress wisely and well and you must be prepared to pay the penalty if you refuse to progress, or, if your choice of how, when, where and why is erroneous.

The proper choice of bottling and packaging machinery can carry you further along the road of progress in the shortest space of time, but it is not sufficient unto itself, and along with it must go a train of determination that covers the quality of your ingredients, the actual service the product renders mankind, a balanced efficiency in production, sales and management and a supreme faith that with your business body so clothed and your feet so shod, there is no limit to the field of expansion before you and to whose extreme corners it is my sincere wish that you may expand.

SEES PROSPERITY IN GERMANY

Joseph Plaut, of Lehn & Fink, wholesale druggists, this city, came home April 29 on the *Aquitania* from a European trip which covered Italy, Switzerland, Germany, Belgium and England.

Mr. Plaut says there is a more hopeful feeling to business in England. In Germany industrial activity was intense. High wages, large orders, and a willingness to sell predominated, although all manufacturers and traders said that the replacement costs of raw material are higher, are rising and will make higher selling levels imperative. Mr. Plaut believes that the heavy taxes collected by the German Government make men careless and indifferent to the matter of adequate profits. "However much money may be made, the tax collector takes away a heavy percentage; why should we attempt to make money?" expresses the attitude of the German business man.

Mr. Plaut found a tendency to "whine" about inability to pay the tremendous (to them) sums dictated by the Reparations Commission. He says that Germany can pay, and should be made to. He cited as a resource in this connection German foreign investments, currencies of United States, England, and, relatively, of France and Italy, purchased with German marks. Tremendous sums of money are so held by German business men.

Mr. Plaut indicated that the only "poor" man in Germany is he who has a fixed income from invested money. The laboring man, the capitalist, and even the professions, all receive incomes on a scale never dreamed of before.

An Awful Temptation—Hope No Dry Spy Butted In

(From the *American Greener*.)

He was a fine looking fellow and as he entered the editorial sanctum for the first time, said: "I noticed in a recent issue that someone left on your desk chewing gum. I have brought you something to wash it down with."

It was a bottle of home-made elderberry wine. Right good it is but, my! what a diet for a hard-working editor—Taffy Tolu chewing gum and elderberry wine! What will the vegetarians say to that?

Highly Valuable for the Money

(J. W. T. Jones, Cambridge, Mass.)

Just so long as I am in the perfume business and its allied products, I just can not do without it, that's all. There is no publication, to my knowledge, that is so clean cut on subjects treated, so comprehensible, and so highly valuable for the money.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

AMERICAN CHEMICAL SOCIETY

The sixty-third general meeting of the American Chemical Society, which was held at Birmingham, Ala., last month, was a conspicuous success in every way. The registration was 381 and there were 28 ladies present. The scientific program was extensive, 237 papers being presented. The entertainment was exceptional. Among the many features were the excursion to Muscle Shoals and a real old-fashioned barbecue.

One of the important features was an address made by Prof. Marston Taylor Bogert on "The Flower Fields and the Organic Chemist—Perfumes: Natural and Synthetic." It is to be found elsewhere in this issue.

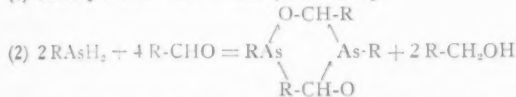
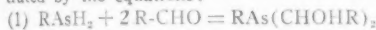
Other papers of especial interest to our readers are summarized briefly below.

OCCURRENCE OF FORMIC ACID IN ESSENTIAL OILS

By Francis D. Dodge of Dodge & Olcott Co. A crystalline sediment which had been deposited in a zinc lined container of oil of geranium was found to be zinc formate and its occurrence was explained by the presence of formic acid in the oil. This acid, in combination with the alcoholic compounds as esters, is apparently a normal constituent of the oil, the amount of ester, calculated as geraniol formate, ranging from 9 to 13 per cent. A method was devised for the determination of the acid in oils, and a number of the latter were examined. The relatively large amount of formic ester found in oil of geranium seems to be characteristic, and the determination may be of service in the technical valuation of the oil. (Bayonne, N. J.)

CONDENSATION OF PRIMARY AROMATIC ARSINES WITH ALDEHYDES

By C. S. Palmer and Roger Adams. It has been found that primary aromatic arsines react with aldehydes in three ways, depending on the conditions. These may be illustrated by the equations:



The first reaction proceeds by treating the arsine with the aldehyde at room temperature with a little concentrated hydrochloric acid as a catalyst. The products are high-boiling oils, or in the aromatic series, solids. They are stable to water, alkalis, and cold dilute acids; they oxidize readily to give the aryl arsonic acids and aldehyde; they react with many other reagents as though they consisted of a mixture of the aldehyde and the arsine; they form addition products with chloroplatinic acid.

The second reaction proceeds by treating the arsines and aldehydes with anhydrous hydrogen chloride, or by treating the compounds obtained by reaction (1) with hydrogen chloride, acetyl chloride, or acetic anhydride. Alcohol is evolved and 1, 4, 3, 6-dioxdiarsines are produced having the structure given above in equation (2). These products do not form when aromatic aldehydes are used.

The third reaction proceeds by heating the arsine with the aldehyde at a high temperature with or without hydrochloric acid or at a low temperature without hydrochloric acid. (Univ. of Illinois.)

THE AMINATION OF ALCOHOLS

By A. B. Brown and E. Emmet Reid. An extensive study has been made of the conversion of methyl, ethyl, propyl, and butyl alcohols into the corresponding amines by passing their vapors mixed with ammonia over various catalysts at different temperatures up to 500°. The optimum temperatures and percentages of the primary, secondary and tertiary amines formed have been determined for the different catalysts. The best catalysts so far found is a specially prepared silica gel. (Johns Hopkins Univ.)

UNITED MEDICINE MANUFACTURERS

The United Medicine Manufacturers Association of the United States held a most interesting convention in the William Penn Hotel Pittsburgh, April 24-27. Reports were made by the president, James F. Pickett, and the secretary, A. L. Liljestrom, who paid a tribute to the late Thomas E. Lannen. J. Leyden White made the report for the legislative committee.

A lecture on essential oils was given by G. L. Ringel, of Fritzsche Brothers, New York. It was illustrated with stereopticon slides and provided a revelation for most of the members, all of whom were much interested.

C. M. Schofield, of the United States Bottles Machinery Co., of Chicago, delivered an instructive address on the use of machinery in the manufacture of bottles.

The Armstrong Cork Co., of Pittsburg, sent a happy speaker to shed light on that subject and the Illinois Glass Co. furnished some very nice mirror souvenirs. "Package Cartons," by C. F. Stocker, of the Robert Gair Co., New York, provided some pertinent and valuable information. There were many more features that made the meeting a pleasant success, particularly the banquet.

These officers were elected: J. F. Pickett, president; I. Rohit, Blackburn, central vice-president; E. A. Wilson, eastern vice-president; W. E. Howell, Jr., southern vice-president; Edward G. Binz, western vice-president; Albert G. Groblewski, treasurer; A. L. Liljestrom, secretary.

PROPRIETARY ASSOCIATION

The fortieth annual meeting of the Proprietary Association was held in the Hotel Astor, New York City, May 3, 4, 5. Nearly eighty per cent of the industry was represented by the 200 members present. Frank A. Blair, of Foley & Co., Chicago, was again chosen president. The other officers who were re-elected include E. K. Hyde, Mentholatum Co., Buffalo, N. Y., first vice-president; Carl J. Balliett, Vick Chemical Co., Greensboro, N. C., second vice-president; Charles P. Tyrrell, Syracuse, N. Y., secretary-treasurer. The following were again named members of the executive committee for two years: A. H. Beardsley, Dr. Miles Medicine Co., Elkhart, Ind.; J. F. Hindes, Emerson Drug Co., Baltimore, Md.; Z. C. Patter, Jr., Chattanooga Medicine Co., Chattanooga, Tenn. Ervin F. Kemp was again chosen general representative.

Hon. Henry Miles, of the Proprietary Articles Trade Association of Canada, and member of the Dominion Parliament, was heard on the tariff bill, which he declared "will create a grave situation as between Canada and the United States." S. B. Penick, of S. B. Penick & Co., New York, gave an address on "Crude Drugs," touching on their historic, geographic, and therapeutic importance in medicine. E. E. Finch, general manager of the Karl Kiefer Machine Co., Cincinnati, spoke on "Production Plus." C. M. Schofield, of the United States Bottlers' Machinery Co., Chicago, discussed filling machines. M. J. Owens, of the Owens Bottle Machine Co., Toledo, gave a historical sketch of the glass bottle industry. F. J. Batchelder, consulting engineer, spoke briefly on "Appraisal and Inventory."

There were the usual reports and the members enjoyed a reunion without being tied to a definite program.

Two manufacturers had exhibits at the meeting, the Karl Kiefer Machine Co. and the Ivers-Lee Co.

American Dyes Institute Has Died

The American Dyes Institute has ceased to exist. Its functions will be carried in the future largely by the Synthetic Organic Chemical Manufacturers' Association. There is no amalgamation of the institute with the Synthetic Orbut most members of the institute have become members of

the association. The National Aniline & Chemical Co. is an exception.

Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association, said:

"In recent years the American synthetic organic chemical industry has broadened considerably beyond the field of dyestuffs. It covers medicinals, perfumery materials, flavors, tanning extracts, etc. It is broader even than coal tar. The so-called dye embargo law, in recognition of this fact, has been broadened to cover other synthetic organics than dyestuffs and coal tar products."

SPICE TRADE ASSOCIATION

The American Spice Trade Association held its annual meeting in the Pennsylvania Hotel on May 10. About 60 of the 120 members were present. John Clarke, the president, in his annual address stressed the intolerable delays in inspection of spices. He indicated that a plan was being worked out whereby inspections would be reasonably prompt and that the Bureau of Chemistry and the Department of Agriculture were co-operating to that end.

In closing he stated that Secretary of Commerce Hoover had asked the association to form a committee on commercial relations that the department might more fully serve the trade. This seemed advisable to Mr. Clarke.

The following officers and committees were elected to serve during the coming year: President, John Clarke, of John Clarke & Co.; vice-president, William Tappenbeck; treasurer, J. Melville Morris; secretary, Robert W. Eble; directors to serve two years, R. M. Littlejohn, of L. Littlejohn & Co., and Lester Wallace, of Francis H. Leggett & Co., both of this city.

The Arbitration Committee is composed of J. B. Elliman, of Smith, Kirkpatrick & Co.; Arthur Stallman, of Arthur Stallman & Co.; John J. McNamara, of Jones Brothers Tea & Coffee Co.; A. A. Sayia, of H. P. Herrfeldt & Co., all of this city, and William D. Weikel, of Weikel & Smith Spice Co., Philadelphia.

The alternate arbitrators are R. M. Littlejohn; P. E. Anderson, of the Anderson-Hillier Co.; George B. Hutton, of H. P. Winter & Co.; Joseph Caruana, all of this city, and James S. Murphy, of Stickney & Poor Spice Co., Boston.

In the Spice Grinders' Section the following were re-elected to serve for the year: George H. Carter, chairman, D. & L. Slade Co.; F. E. Stillman, James S. Forbes Tea & Coffee Co., St. Louis, Mo.; Robert E. Heekin, Heekin Co., Cincinnati, O.; P. W. Walsh, Van Loan & Co., New York; and William D. Weikel, Weikel & Smith Spice Co., Philadelphia.

The Edge bill in the Senate, to require trade associations to file their statistics on production, stocks, etc., with the Federal Trade Commission, was opposed.

The association offices have been moved to 82 Wall street, New York; telephone Hanover 1373.

Druachem Club Holds House Warming

A bountiful dinner, good music, some singing and several serious, carefully considered addresses characterized the housewarming of the Druachem Club in its new quarters at 160 Pearl street, New York City, on the evening of May 2, when about 150 members gathered together to celebrate the event. Francis J. McDonough, vice-president of the club and chairman of the Entertainment Committee, acted as toastmaster.

H. P. Heyden, secretary of the National Association of Purchasing Agents, described the work of a purchasing agent and also pointed out the value that accrues to members of a club such as the Druachem Club. William F. McConnell, secretary of the Drug & Chemical Section of the New York Board of Trade and Transportation, also emphasized the importance of organizations in business and pointed out what has been done and what might be done by organized effort to prevent inimical legislation.

Eric Palmer, of the New York Port Commission, gave a brief talk on the work of the commission. He was followed by William Haynes who foretold the possibilities ahead of the club.

The committee that arranged the affair was composed of Francis J. McDonough, chairman; John Reiner, George Roebenbach, Edward Frank, Louis E. Goessmann, E. Zink and E. Hicks.

Allied Association Discusses Tariff

The tariff situation was the chief subject for discussion at the meeting of the Perfumery, Soap and Allied Industries of New York at the Brevoort Hotel, New York City, May 18.

Following the dinner, Edwin Sefton, president of the association, announced the resignation of Frank K. Woodworth as secretary. Joseph Byrne was elected to succeed him.

Gilbert Colgate, Edwin Sefton, Victor Vivaudou, F. J. M. Miles, William Swindell, L. A. Van Dyk, Warren E. Burns and Louis Spencer Levy were the speakers on the tariff situation. Mr. Colgate described his experiences in a recent trip to Washington when he interviewed members of Congress. Four resolutions were adopted: One put the association on record in favor of a rate higher than 60 per cent on finished products and referred the resolution to the M. P. A. Another favored the removal of aromatic chemicals classified with dyestuffs in paragraph 26. Another favored the return of compounds to the 35 per cent rate instead of the proposed 45 per cent rate; and another was a resolution of sympathy and condolence on the death of George N. Hanna.

Chemists Club Elects Officers

At the annual meeting of the Chemists' Club, New York, May 3, the following officers were elected for 1922-1923: John E. Teeple, president; Kenneth G. MacKenzie, resident vice-president; L. V. Redman, non-resident vice-president; Herbert G. Sidebottom, secretary; A. G. Robinson, treasurer, and S. R. Church and David Wesson, trustees for three years. The secretary reported 125 new members elected during the year against losses of 25 by death, 136 by resignation, 54 dropped for non-payment of obligations to the club and 14 suspended for the same cause.

Prof. Moody Succeeds Dr. Baskerville

Prof. Herbert R. Moody has been appointed to the directorship of the department of chemistry, College of the City of New York, to succeed the late Dr. Charles Baskerville. Prof. Moody has been connected with the department for seventeen years as professor of industrial chemistry and chemical engineering.

New York Branch A. Ph. A. Dines Dr. Army

Dr. H. V. Army, professor of chemistry in the College of Pharmacy, Columbia University, received the third award of the Remington honor medal at the Pennsylvania Hotel May 15, at a dinner given by the New York branch of the American Pharmaceutical Association.

Chicago Perfumery Soap & Extract Club

The weekly meeting of the Chicago Perfumery, Soap and Extract Association, on May 3, was followed by contests between bowling teams. Walter L. Filmer, secretary, is keeping up the interest of members by offering new attractions at every meeting.

American Specialty Manufacturers' Association

Offices of the American Specialty Manufacturers' Association in New York City have been moved from 299 Broadway to 53 Park place, Dodge Building.

Eastern Soda Water Bottlers

Fifth annual convention of the Eastern Soda Water Bottlers Association held in Boston recently resulted in the election of Charles T. Smith, of New Bedford, Mass., as president. Among those present at the festivities was Chas. V. Rainwater, national president of the American Bottlers of Carbonated Beverages.

TARIFF, ALCOHOL AND PERFUMES AT WASHINGTON

Latest Information on the Senate's Action on Perfumery Materials—Senator Capper Shows How Perfumers Are Ill Treated—No More Customs Stamps on Alcoholic Perfumery—New Alcohol Formula—German Patent Treaty Revived.

WASHINGTON, D. C., May 18.—Tariff, the bonus and the dyestuff hearings are the matters which have been under consideration chiefly in Congress in the last month, with emphasis on the tariff.

The tariff bill has been the unfinished business of the Senate since April 20, or practically a month, without even a dent having been made in the bill. As a matter of fact the Senate actually has only taken votes on a few paragraphs in the chemical schedule of the bill and these are not final votes, being only on the Finance Committee amendments on the House bill.

There are some twenty-two hundred Finance Committee amendments to the bill which have to be passed on in addition to many other amendments which will be made later by the Finance Committee and also from the floor of the Senate. Those who have been following the progress of the tariff bill most closely are making all kinds of conjectures as to when it can be passed by the upper house, these guesses including all the way from June to September. There also is a school of thought which is under the impression that it will be passed by the Senate, but that the bill will remain in conference until the next session of Congress. Many Congressmen seem to feel that it would be suicidal to go before their constituents for re-election after having completed an unscientific and probably unsatisfactory tariff bill.

The soldiers' bonus question also is a bone of contention at the present time, inasmuch as Senator McCumber, chairman of the Finance Committee, wishes to take the bonus up at once and get it out of the way in short order, while Senator Smoot, one of the most influential Republican members of the Finance Committee, states that he will oppose any proposal to displace the tariff bill. Also the President is strongly on record on the bonus question and will not recede an inch from his attitude of feeling against the passage of this measure, unless provision is made for payment.

DYESTUFF INVESTIGATION IS COMPLETED

The dyestuff investigation which has been under way since the latter part of February was concluded today by Senator Shortridge of California, chairman of the subcommittee. Hundreds of pages of testimony have been taken during the course of the hearing, but very little has been developed that is new.

PERFUME MATERIALS PARAGRAPH AGREED TO

The Senate took action on paragraph 56 of the tariff bill relating to perfume materials and passed that particular paragraph exactly as it was reported by the Finance Committee to the upper house. Paragraph 57, which is the perfumery paragraph, did not require more than tacit approval by the Senate, because the Finance Committee made no amendments to the House bill. There is no question, however, but that amendments will be made from the floor to this paragraph when the Senate goes through the bill on a final vote, as the American perfumers are anxious to secure additional protection against foreign perfumers, etc.

Senator King made a fight against proposed duties on perfume materials, arguing that they were so high as to shut out foreign competition. Senator Smoot, Republican, Utah, denied that this would be the effect and he and Senator Fletcher, Democrat, Florida, said these were luxuries and should bear a heavy tax for revenue purposes.

At the present time, the Senate is going through the tariff bill, taking up nothing but the amendments suggested in the report of the Senate Finance Committee passed by the House. Other amendments can be offered

by the Finance Committee, and amendments can be made to the bill from the floor. The understanding is that several perfumery amendments already have been perfected and they will be offered at the proper time. These amendments will provide either for a decrease of duty on raw material, or an increase in the duty of the imported perfume.

There was considerable discussion in the Senate Monday, when the vote was taken on paragraph 56 in connection with the Finance Committee amendment which adds: "Ambergris, castoreum, civet, and musk grained or in pods, 20 per centum ad valorem."

Senator King of Utah stated during the discussion that these commodities had been on the free list in the House bill and he inquired why a duty had been placed on them.

Senator McCumber, chairman of the Finance Committee, replied:

"It was for revenue purposes solely. The duty is the same as in the present Underwood law. It is 20 per cent ad valorem under the present law, and we are continuing that 20 per cent ad valorem duty."

The American perfumery manufacturers are anxious to obtain if possible, the elimination of synthetic aromatic chemicals from paragraph 26, which is the dyestuff paragraph. The Senate has passed over the dyestuff section for the time being because of the controversy which will undoubtedly arise during the discussion of this paragraph.

FIVE CENTS TARIFF ON HYDROGENATED OILS

A tariff rate of 5 cents a pound on the hydrogenated or hardened oils and fats was agreed upon without a roll call by the Senate. The committee rates on castor, linseed and rapeseed oils went over after some discussion which was opened by Senator Ladd, Republican, North Dakota, who supported committee rates and urged also that the duties recommended by the committee on coconut, cottonseed, peanut and soya bean oil be approved.

Senator Lodge of Massachusetts, the Republican leader, objected to the proviso under which the duties on oils used in the manufacture of non-edible products such as soaps would be refunded.

"If you are going to let in such oils duty free, do it openly," he said. "Do not do it by the back door of a proviso."

Senator Frelinghuysen, Republican, New Jersey, contended that it would take fifty years to develop the soya bean oil industry in this country, but Senator Ladd disagreed, saying the city meat packers were planning to enter the soya bean oil field.

After rejecting an amendment by Senator King to make the rate 10 per cent, the Senate approved the committee rate of 30 per cent on distilled lemon and orange oils.

The Senate approved on May 18 the Finance Committee's amendment to paragraph 77, thus making the proposed tariff on "perfumed toilet soap fifty per cent (50%), unperfumed toilet soap ten per cent (10%), medicinal soap twenty per cent (20%), all other soap and soap powders five per cent (5%)."

SENATE ADOPTS TARIFF RATES ON SOAP

Committee rates on soap were agreed to as follows: Perfumed, 50 per cent ad valorem; unperfumed, 10 per cent; medicinal, 20 per cent; and all others 5 per cent. Opposing these proposed increases in the duties on soaps Senator Fletcher, Democrat, Florida, attacked the bill generally, asserting that prices would go up as soon as the measure was passed, or even before that time if prospects for its passage were good.

CAPPER SHOWS HOW PERFUMERS ARE BADLY TREATED

In Monday's debate Senator Capper made a powerful argument against American valuations as a tariff basis and openly charged that the advocates of the plan simply were endeavoring to cover up high and excessive rates

of duty with the purpose of trying to fool the business men and the rest of the country into the belief that the tariff was equitable, while, as a matter of fact, it really was offered as a cloak to hide enormous duties. He cited a great many items to prove his contention. He stated that an average of 23 items of perfume materials showed a duty under the Underwood law of 20 per cent, the Payne-Aldrich bill of 25 per cent, the Senate committee bill of 52 per cent, and the House bill, 107 per cent.

NO MORE CUSTOMS STAMPS ON ALCOHOLIC PERFUMERY

Treasury Decision 39,088, entitled "Perfumes Containing Distilled Spirits," reads as follows:

"It has been brought to the attention of the department that the provision of the regulations published in T. D. 37391 of November 1, 1917, which requires that the cartons or other covers containing alcoholic perfumery shall be stamped with customs stamps, serves no useful purpose and is not necessary for the protection of the revenue.

"The paragraphs of the said regulations headed 'Perfumes containing distilled spirits' are therefore amended to read as follows:

"The internal-revenue tax imposed on imported perfumes by section 600 (c) of the act approved February 24, 1919, will be collected by collectors of customs and deposited with the Treasurer of the United States as internal revenue, and so reported in their accounts."

NEW DENATURED ALCOHOLIC FORMULA

A new denatured alcohol formula for use in manufacturing iodine has been promulgated by the Bureau of Internal Revenue and is as follows:

"The following formula, to be known as specially denatured alcohol Formula No. 25 Alternative, is hereby authorized for use in the manufacture of Churchill's Tincture of Iodine and Tincture of Iodine, U. S. P.:

"To every 100 gallons of pure ethyl alcohol add a solution composed of 20 pounds Iodine U. S. P., 15 pounds Potassium Iodide U. S. P., 15 pounds Water."

REVIVED PATENT TREATY WITH GERMANY IN EFFECT

The effective date of the revived patent treaty with Germany has been officially announced by the State Department as May 8. Only a formal notification of reinstatement by the United States was necessary to bring the treaty again into full force, and Ambassador Houghton informed the department that such a notification was delivered by him to the Berlin Foreign Office, May 8.

In some quarters there have been suggestions that a revision of the treaty may be sought to meet objections raised by the War Department because of the application of the compact to war materials. Legislation to carry out the War Department's views is pending in Congress.

SWEEPING ORDER AGAINST PAUL BALME, OR B. PAUL

The Federal Trade Commission has issued an order to "cease and desist" against Paul Balme trading under the name of B. Paul, of New York City, manufacturer of henna hair dye. The order is directed against:

(1) Use of the coined word "Oreal" as a trade name or descriptive name for henna hair dye, it being the contention of the Commission that use of this word simulates the name of a French hair dye sold by a competitor; (2) use of the coined word "Oreal" upon retainers in which respondent sells henna hair dye; (3) use of the coined word "Oreal" in advertising; (4) use of the French words "La Plante Merveilleuse" in such a way as to confuse respondent's products with competitor's product; (5) use of containers so similar to containers of a competitor as to confuse and mislead the public; (6) use of phrases on label of containers such as "New French Discovery" or "The only harmless coloring in the world."

ORDER ISSUED AGAINST A SOAP CONCERN

The Federal Trade Commission has issued an order to cease and desist against the Union Soap Co., of Indianapolis, Ind. The order is directed against the practice of respondent selling its product in containers containing false, fictitious or misleading labels, which, it was

contended, misled the purchasing public as to the ingredients or real sale price of the soap sold.

NEW ALCOHOL FORMULA

Denatured alcohol has been authorized as an antiseptic in a formula issued May 17 by the Bureau of Internal Revenue. The new denatured alcohol formula, known as No. 46 is as follows:

"The following formula, to be known as specially denatured alcohol Formula No. 46, is hereby authorized for use as an antiseptic, sterilizing and bathing alcohol for use by visiting nurse associations, public nursing associations, clinics and dispensaries exclusively.

"To every 100 gallons of pure ethyl alcohol add 25 fluidounces Phenol, U. S. P.; 4 fluid ounces Oil of Wintergreen or Methyl Salicylate, U. S. P.

"This formula will only be authorized for use by institutions and organizations named above which are of a semi-public character and engaged in charitable work."

GERMAN-AMERICAN PATENT TREATY

The State Department, through the American Embassy at Berlin, has given formal notice of the revival of the German-American Treaty governing patents. This notice is all that is necessary to put the Treaty back into operation.

GLARING JOKER IN TARIFF BILL

Editor, AMERICAN PERFUMER & ESSENTIAL OIL REVIEW:

Tariff bills are notoriously confused and contradictory, especially before they have gone through the long floor debate, which is always counted upon to eradicate some traces of the carelessness with which the bills are framed. Moreover, it is not as unusual as might be desired to find cases where the apparent meaning of a sentence or paragraph is deliberately misleading. Every tariff bill is certain to contain some "jokers."

Even making these allowances, it would be difficult to locate in any of the bills of the past a more glaring inconsistency than confronts the perfumers and other users of imported aromatic chemicals in paragraphs 26 and 56.

Paragraph 56 is headed "Perfume Material," and it is, therefore, natural to find several specific ones listed there together with the provision, "and all natural or synthetic odoriferous or aromatic chemicals, all the foregoing not mixed and not compounded, and not specially provided for, 45 per cent ad valorem." This is seemingly sufficiently specific and sufficiently drastic, but when the careful reader of the tariff turns to paragraph 26, he finds "artificial musk, benzyl acetate, . . . and other synthetic odoriferous or aromatic chemicals, including flavors," these products to be dutiable at 60 per cent ad valorem and seven cents per pound specific.

It is a matter of no little interest to the perfume industry to know just why synthetic perfume materials are included in two widely different paragraphs, and whether or not it is the intention of the framers of this tariff phraseology to shift all such products to a 60 per cent duty basis while apparently listing them at 45 per cent.

The matter is of too much importance to those concerned to permit dangerous ambiguities like the one just mentioned. The intention may have been perfectly innocent, but the results are likely to be less so.

UNGERER & COMPANY, per FRED'K H. UNGERER.
New York, April 24, 1922.

Likes Article on Vanishing Creams

(From the M. Shaffer Co., Perfumers, 742 Passyunk Ave., Philadelphia.)

We would like to secure an additional copy of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW for February and March, 1922, that contains the wonderful write-up on Vanishing Creams.

We are great readers of your magazine and it is a toss up to see who is the luckiest person in our office to get it first.

THE HIGHER ALIPHATIC ALDEHYDES AND ALCOHOLS*

By Dr. G. Prinz

The alcohols and aldehydes undoubtedly belong to the most active constituents of perfumes. Used in small quantities they give a particularly fine character to the compounds, tend to make them different from the rest. Nature has given us the lead in this matter, as on examination of the products which contain the aldehydes, we find that some of the most precious and odoriferous oils are among them. Besides the lower aldehydes such as acetaldehyde, butyl-aldehyde and capronic aldehyde which are of no value to the perfumer the following have been traced in essential oils:

Octyl Aldehyde (Aldehyde C 8) in Lemon Oil.

Nonyl Aldehyde (Aldehyde C 9) in orris root oil, cinnamon oil, ceylon rose oil and tangerine oil.

Decyl Aldehyde (Aldehyde C 10) in orris root oil, neroli oil, orange and tangerine oil, cassie blossom oil, coriander oil, ginger oil and rose oil.

Laurinic Aldehyde (Aldehyde C 12) in pine needle oil.

These aldehydes really occur much more generally but even Nature seems to be stingy with these precious odors and they are present in only small quantities in the natural products, which has caused them to escape the attention of chemists in many cases.

Also the nearest relatives of the aldehydes, the *alcohols* undoubtedly occur in essential oils much more frequently than has hitherto been found. However, the detection of alcohol is much more difficult than that of aldehydes which accounts for them being overlooked.

The aldehydes, in contradistinction to the alcohols readily form a crystalline combination with sodium bisulphite solution, which property is not only utilized for their separation from natural products but for their quantitative determination and purification. From the disulphite solution they can be reclaimed in a pure state, however, with great losses, so that it is evident that the aldehydes belong to the more valuable substances.

They are all colorless liquids of comparatively high boiling points and often, as in the case of decyl and laurinic aldehydes, solidify rather easily. A property of the aldehydes that must be seriously considered by the perfumer is that they easily oxidize on exposure to the air with the formation of acids of no odor value. It is therefore advisable to preserve the aldehydes in small, airtight bottles, or better still, to dilute them with alcohol. It is specially recommended to keep their 10 per cent alcoholic solution in a cool, dark place. Certain manufacturers for this reason sell the aldehydes only as alcoholic solutions.

The odor strength of the aldehydes is very great; there virtually is no difference in odor to be observed between a pure aldehyde and a dilution with an odorless solvent.

Although to the person unfamiliar with their use, their odor does not seem to justify their importance, he will discover after a few experiments that they exercise a very refining influence on blossom oils; they round them off and give them a natural odor.

A small quantity of 10 per cent solution in most cases is sufficient for the perfumer to attain his end, so that the

beginner must proceed very cautiously. It cannot be over-emphasized that scrupulous care must be observed in using aldehydes in compounds as at times a drop too much may spoil the entire effect. For this reason it is very difficult to give accurate indications for the application of these products as this is largely a matter of individual taste. It stands to reason that in applying these aldehydes absolute purity is an important item and that the least impurity has a great influence on the composition.

The following details should be noted:

Octyl Aldehyde (Aldehyde C 8) is of importance for compositions of a lemon and jasmin character. Also in some roses it produces a good effect. Of the aliphatic aldehydes this one has the sharpest odor, as the odor becomes weaker in proportion as the C atoms increase.

Nonyl Aldehyde (Aldehyde C 9) is of value for rose, geranium, orange and neroli perfumes. Although the odor does not deviate much from the C 8, one will find that its effect in compounds is different. Also, this aldehyde occurs in nature more often than the C 8.

Decyl Aldehyde (Aldehyde C 10) is a valuable product for violet and orris compositions and, like nonyl aldehyde, can be used also in neroli, cassie and rose combinations.

Laurinic Aldehyde (duodecyl aldehyde, aldehyde C 12) can be most successfully applied in different bouquet odors, especially for lily of the valley and French lily, as well as tuberose. Also in violet compounds this aldehyde has a good effect. As this aldehyde is nearly always crystallized, it is best to dissolve it in strong alcohol. It can be used in a larger quantity as its odor is less penetrating than that of the Aldehydes C 8, C 9 and C 10.

Deviating from the ordinary series are:

Methyl Nonyl Acetaldehyde which possesses an intensive orange odor and is used in fresh, fruity compositions, and

Undecylene Aldehyde which chemically belongs to the unsaturated series and can be regarded as an aldehyde C 11. It is applied in different flowery odors, in which also C 9 and C 8 are used. For soap perfumes they are not quite suitable, unless protected by cinnamic acid and similar products and then only in milled soap.

When using aldehydes as constituents of soap perfumes, one must remember that they are rather easily affected by alkalis. This is not the case with the corresponding alcohols.

ALCOHOLS

Like the aldehydes, the alcohols are very susceptible to impurities, such as hydro-carbons and others. They must therefore be not only chemically pure but also pure to the nose, which requires a very complicated chemical process and causes the high price.

They are colorless liquids; only the alcohol C 12 (laurinic alcohol, duodecyl alcohol), as is the aldehyde C 12, is crystallized at room temperature. The alcohols are much more constant than the aldehydes; but nevertheless it is advisable to keep them in well-closed bottles, as even they are finally attacked by the oxygen of the air, which changes their odor and makes them assume an entirely different, undesirable character.

The alcohols C 8 to C 12 have a flowery, sweet odor, while the alcohol C 12 has a decided, although weak lily

*Results of researches in the Laboratories of Polak & Schwarz, Ltd., Zaandam, Holland.

odor. The perfumer will surely find an important series of odors in these alcohols.

Octyl Alcohol (alcohol C 8) (heptyl-carbenol) for the last few years has been used more and more in the preparation of fruit flavors. It is also applied in certain flower oils.

Nonyl Alcohol (alcohol C 9), present in orange oil, is used in various flower compounds; has a sharp odor.

Decyl Alcohol (alcohol C 10) is of a much softer nature and can therefore be used in somewhat larger quantities, as also

Undecyl Alcohol (alcohol C 11).

Lauric Alcohol (duodecyl alcohol C 12) is the only alcohol of which larger quantities can be employed successfully, in view of its decided and fine flowery odor.

CONSTITUENTS OF ESSENTIAL OILS

(From a Special Correspondent.)

LONDON, May 3.—L. Guy Radcliffe, M.Sc. Tech., F.I.C., Lecturer in Applied Organic Chemistry, College of Technology, Manchester, is delivering an interesting series of lectures on the constituents of essential oils. In a recent lecture he said at the start he would assume his audience knew nothing of the subject, and opened a general survey of the perfume industry by rapidly defining what an essential oil is and in what parts of the plant it may be found. He then gave a few apposite remarks on the present state of the British perfume industry, which, unfortunately, is not so flourishing at it might be. Some firms, he said, however, have done, and continue to do, well. He pointed out that the British Empire is capable of providing nearly everything that comes within the scope of the industry, although adequate use has not been made of its resources—a position which the foreigner has not been slow to take advantage of.

A short reference to the antiquity of perfumes revealed the fact that in the Athens of long ago there was a law prohibiting the use of too much perfume. The process of isolation then used was discussed, and the lecturer proceeded to touch on the geographical distribution of the plants, indicating what Government departments in India, Australia, and New Zealand were doing in regard to the investigation of essential oils.

Mr. Radcliffe then referred to the anxious time through which the British perfume industry had been passing, mentioning as the chief factors the Safeguarding of Industries Act, the lack of duty-free alcohol, and trade depression. He said there should be a research association for the industry. It is impossible for private firms to carry out research unless they have plenty of money to spare, and investigation is necessary if the British industry is to be comparable to that of France or Germany.

Numerous slides were shown of Grasse, the headquarters of the French perfume industry and the various crops of flowers there utilised. The pulverisation of cassia wood and linaloe wood in China and Mexico respectively preparatory to distillation, the expression of the Sicilian oils, and numerous maps were included as ocular proof of the world-wide distribution of raw materials for the industry.

In introducing the slides wherein views of the work on the plantations of Stafford Allen & Sons, Ltd., were shown, Mr. Radcliffe explained that he made no apology for mentioning the names of English firms in his lectures, for as a people the English nation is too prone to hide what manufacturers are capable of making, and, as a result, loses prestige abroad.

Some persons had suggested that "even chemistry was a German industry." Proceeding, Mr. Radcliffe recalled the lavender controversy, which, he said, was actually started in Germany, and which was to the effect that lavender oil was valuable in proportion to the percentage of ester. This dictum would have resulted in the total extinction of English oil, which only has about 8 per cent of ester. It was fortunate, added the speaker dryly, that the Germans started on an oil about which perfumers knew so much, for the latter refused to accept such a standard, and, as everyone knows, English lavender oil is pre-eminent.

He then went on to explain why essential oils are so costly,

stating for example, that 1 cwt. of rosemary yields only about 24 oz. of oil, and that one ton of orange flowers yields less than 40 oz. of oil of neroli. He explained also how France had made efforts to capture the otto-of-rose trade from Bulgaria, but had used another rose (*Rosa centifolia*), with results that created difficulty with formulas.

Next, the enfleurage and volatile solvent methods of extraction were described. The floral wax residue obtained in the latter process incidentally had been made the subject of research by the lecturer and another investigator. This was to find whether the bee is "a light porter or a chemical factor," by seeing if the floral wax was identical with bees' wax. The result was negative.

"Our sense of smell," said Mr. Radcliffe, owing to smoke, climate, etc., is the most feeble sense we have—fortunately for the industry. If the olfactory sense had not been practically destroyed many so-called perfumes could not be sold." The use of too much perfume, he considered "a relic of barbarism." He then argued that perfume-making is not entirely a science but an art, because it is the blending and softening effects that are important. An interesting point was raised in regard to jasmine oil. The cost of this article in Britain is now prohibitive, and as a result manufacturers have been buying dilutions of the pure article, the diluent being generally the ethyl ester of phthalic acid. Mr. Radcliffe invited his audience to examine the numerous specimens of perfume product lent by various British and French houses.

DR. KRAEMER ON DENTAL FORMULAS

At a recent meeting of the Chicago branch of the American Pharmaceutical Association Dr. Henry Kraemer gave a lantern slide lecture on "Pharmacy's Problems and Their Solution." Here are a few interesting points:

Illustrations of Dr. Bunting's tooth brushing machine and the effects of 10,000 double strokes of the brush on human teeth—equivalent to ten strokes a day for a period of three years, and of the sets of teeth that had been so brushed with various tooth preparations. The erosion effected by diluted vinegar amounted to one one-thousandth of an inch in depth. Pastes containing grit resulted not only in erosion but in a smeary appearance. Pastes and powders containing coarse grits not only cut deep grooves but left a dull appearance, fine grits giving the enamel a high polish and white appearance. Jungman's tooth powder gave practically no wear of the enamel, but it produced a high polish, due to the tin oxide. The formulas for the two best tooth powders known are as follows:

Blair's Formula.

Strontium oxide	20
Calcium carbonate	76
Soap	3
Catechu	1
Flavor.	

Dissolve the soap in about 4 quarts of water and mix intimately with about 25 parts of precipitated chalk, and dry at moderate heat. Dissolve the catechu in 5 parts of alcohol and intimately mix with 25 parts of precipitated chalk; mix equal parts of oil of wintergreen and oil of saffras with the remaining 25 parts of precipitated chalk, using about 6 drops of the mixed oils for each 100 Gm. of the powder. Mix the three portions and sift through a bolting cloth. Follow about the same procedure for preparing Jungman's powder, except that the catechu is omitted and the oils should first be intimately mixed with the sugar.

Jungman's Formula.

Tin oxide	15
Precipitated chalk	60
Soap	4
Sugar	5
Flavor.	

Dr. Kraemer distributed samples of these two powders for inspection.

Regarding tooth pastes—he stated that chlorate of potash was injurious to the enamel, peroxides are simply impossible, and zinc chloride unfavorably affects the collapsible tubes.

DOES THE PERCENTAGE OF ESTERS CORRESPOND TO THE BEST PERFUME VALUE AND YIELD FOR A LAVENDER OIL?*

By DR. G. BLANC

It has been customary up to now to test the value of any lavender oil by its ester percentage, in such a way that for most essential oils a pure essence must possess a density equal to X, solubility Z, refractive index D, optical rotation; percentage of the chief component equal to C.

It is true of components such as citral from lemongrass, thymol from thyme, anethol from aniseed, cineol from eucalyptus and other essences, the commercial value of which corresponds only to the yield of their components for which they are being purchased.

It is entirely different in a great variety of essences, the odor of which is due to unknown components. We know what are the components of otto of roses, neroli, lavender oils, etc., except those which give to these essences their specific character; once the usual constants are tested, we are entirely in the dark concerning their true odor value. Whatever knowledge has been derived from chemical tests, the comparison with a standard oil gives us a more or less accurate idea of their commercial value; in this of course the standard oil is being considered as pure.

It is common knowledge that distillates from a certain district give year by year practically the same characteristics and chemical values. Unfortunately, as science proceeds in its investigations, it becomes easier to manufacture artificial essences which possess the same chemical characteristics as pure essential oils, and there is no use concealing the fact that a chemical analysis cannot prove adulteration in essences of rose or neroli.

We personally are of the opinion that it is rather dangerous in perfumery to test the odor value of any essential oil by means of mere chemical methods, and to attach to it a set of chemical constants. We can only compare this to an endeavor of giving expression to beauty through algebra; however, we are far from claiming the general failure of scientific researches, and to believing that chemical tests are entirely useless; on the contrary, they are very useful to interpret the correct value of an oil when the interpretation is not confined solely to the value of numbers.

In the specific case of lavender oil we are convinced that besides analytical tests, the nose test must play a very important part in determining the value of the oil. And these two tests are in many cases widely different in their conclusions.

It is customary among many American and British consumers of lavender oils to attach the greatest perfume and yield value to the highest ester percentage oils. We shall discuss this point in another paragraph and see whether it stands logical criticism.

In any case it is the assumption that this appreciation of value was correct that has allowed so much adulteration to take place.

As a logical sequence to this erroneous assumption of a direct proportional relation between ester percentage and odoriferous value, many consumers of lavender oils favor a fraudulent mixture testing 45%, in preference to a good, pure lavender oil containing but 26% of ester.

Two distinct elements must be considered when testing a lavender oil, for the perfume value of yield. First, its bouquet; second, its strength or yield in soaps.

The bouquet has no relation whatever with the ester percentage; it is due neither to linalyl acetate nor to linalol esters, but to entirely different bodies which careful and very long investigations have allowed us to detect in all lavender oils.

The chemical tests do not take them into account, and, consequently, it would be idle to rely on them to determine this first element of valuation.

The strength of an oil, its yield in soaps is the total strength of each of its components separately considered. If we suppose that for a moment that linalol is to be found in it, partly in a free state, partly in esters (acetates in majority), and that the strength of this acetate in (in

comparison as to weight) greater than linalol, it is logical to assume that the richest in ester (linalyl) will give you the greatest yield in strength.

We insist on this special condition: that we suppose for a while all other unknown components of this essence which make up the bouquet and which possess a considerable strength, identical in both cases; it is just for this simple reason that we know nothing about this unknown quantity that it is idle to affirm that the absolute valuation of the strength of a lavender oil is its ester percentage. This is but an indication, and, for the lack of better, an approximate valuation.

This being admitted as simple truth, we have distilled three batches of lavender grown in the same district and under identical conditions:

Quantity	100 kgs. Flowers.
Steam pressure	7 "
Duration	45 "

Batch A.....Wild dry Lavender Flowers, 15 days old.

Batch B.....Wild fresh Lavender Flowers just cut.

Batch C.....Cultivated fresh Lavender Flowers, just cut.

Results of analysis. The following numbers correspond to average numbers obtained from numerous analyses:

	Density at 15° 6	Solubility	Optical Rotation	Esters Calcu- lated as Linalyl Acetate
Batch A	0.894	5 vol. 70%	5°45	56.4%
Batch B	0.889	3 vol. 70%	7°20	50.8%
Batch C	0.887	3 vol. 70%	7°50	52.1%

These essences have been distilled by steam at low pressure:

	Essence	Residue
Lot A.....	79	21
Lot B.....	92	8
Lot C.....	96	4

The gummy resin or residue, with a very faint odor, was tested for its ester percentage. Results:

Lot A.....	65.4
Lot B.....	62.3
Lot C.....	62.6

It is obvious from this that the total amount of esters as given by chemical analysis is erroneous; the 56.4% ester of the first essence is chiefly due to resinous matters which are being tested as esters, and having no perfume value; in fact this essence actually contains only 42.7% in linalyl acetate. The second and third essences contain only 45.8% and 49.6%, respectively.

From the foregoing we see that lavender plants distilled long after they have been gathered, give an essence with a fictitious ester percentage. The resins which are abundantly found in these essences are formed by oxydation have no odor, and possess a very high saponification value. We have distilled such essences testing as high as 57%; their solubility is from 3 to 5 volumes of alcohol at 72°. This gives a clear solution which turns cloudy by adding more alcohol. These essences do not possess much strength or fine odor, and are not of good quality. They are, however, pure and their ester percentage is the highest obtainable. It is then obvious that the percentage of ester is deprived of all commercial meaning and we must have recourse to other information.

To sum up we can say, first, that the bouquet or perfume value and the yield of a lavender oil are two entirely different propositions; second, the yield of a lavender oil is given approximately by its ester value. In order that the amount of ester should be appreciative of the value of an oil, it is most important that the oil be pure, deprived of any artificial esters. It must have been distilled besides under special conditions when inodorous and resinous parts testing as ester are reduced to a minimum.

*Contribution from Lautier Fils.

THE PRICE OF FRENCH LAVENDER

Views of Some Producers of the Flowers and Oil

In the Bulletin of the Syndicate of Producers of Lavender Flowers and Oil of the Department of Vaucluse and surrounding districts recently issued appears a dissertation on the price of lavender oil expounding the views of the syndicate, through its president, M. Julien Guigue. An abstract in the London *Perfumer and Essential Oil Record* gives the more important features.

A REASONABLE PRICE.—Initially it is necessary to ascertain the net cost of production by a consideration of all the factors composing it and to bring this as low as possible by reducing the expense of manufacture. The producers ask, with justice, for a modest profit and that the selling price should be based on the sum of all the normal costs of manufacture plus a small increment.

Lavender oil is a commodity like any other, and it would be unjust to subject it to exceptional treatment. The extent of the harvest, the expense of gathering and distilling it, the scope of the demand, the fluctuations in value of articles into which lavender oil enters, the stocks in the hands of manufacturers, merchants and consumers, and finally a host of other factors intervene forcibly in the settling of the market figures. It cannot be admitted because the Sault distillers sold at 50 francs last September that they had been able to produce at that price. In spite of all efforts to reduce manufacturing expenses the cost price this year has been well above 50 francs. To impose too low a price would discourage production, and so force up the value, while to fix too high a figure would limit the use of lavender in certain industries. On the other hand, the extension of lavender cultivation in fertile plains is a disastrous event for the poor mountain regions, where it grows naturally. Diminution of consumption and increase in production can only lead to a fall in value. A price too low for the producer, or one too high for the consumer, always brings about a result different from that sought. In order to avoid either of the foregoing errors a reasonable price should be arranged, by consultation between sellers and buyers, in accord with the natural law of supply and demand.

PRICE OF THE PLANT.—Besides the cost of collection and distillation, the price of the growing plant has to be considered in the expense of production. The value of the plant has always varied with the situation of the fields, i. e., distance from the works, character of the transport, abundance of the flowers, etc.

The owner of a lavender field has always sold his harvest. The State and the Communes in particular have always sold their crops and certain fields in Mont-Ventoux may be mentioned which, in 1913, fetched 9,030 francs, and commanded 68,000 francs in 1920—a foolish price, like much else which happened in 1920, but which at least serves to emphasize that the growing plant has a value. The demands of the landowners are partly justified by the augmented taxation and other outgoings which are today on a much higher plane than formerly. It is no exaggeration to say that a growing field which would have been worth 200 francs ten years ago, and which in 1920 would have fetched, say, 5,000 francs, would now command not less than 1,000 francs, in spite of the crisis and the discouraging conditions. In fine the cost of the growing plant is an important factor in price fixation, and it is at least four or five times higher than pre-war levels, while the disappearance of the lavender from many areas hinders any great reduction of this figure.

COST OF CULTIVATION AND TRANSPORT.—The expense of labor in the lavender fields and of carriage of the flowers have advanced at least in the same proportion. We have seen demanded and sometimes given 500 francs for labor to work with four beasts a hectare of wild lavender. This was certainly an exorbitant figure, but 150 to 200 francs a hectare which is asked today in place of 50 francs before the war is almost justified when one considers that four beasts

and two men cannot work a half hectare a day in certain places. The wages of laborers and drivers, the price of fodder for beasts (increased from 5 or 7 francs to 25 or 30 francs in the mountains) the cost of materials and utensils are all higher in the proportion of 3 to 1 at least.

COST OF DISTILLATION AND GENERAL EXPENSES.—The cost of distillation has suffered the same fate. A naked-ire still of about 300 litres capacity, which cost from 400 to 500 francs in 1912 or 1913 has for a long time been worth from 1,200 to 1,800 francs. The value of charcoal, which was 50 francs per ton, reached 500 francs, and today it is necessary to reckon it with carriage at 200 to 250 francs. The wages of stokers and even of farm servants has tripled, and output per head has diminished. Taxes and miscellaneous expenses of all kinds have gone up in a similar proportion, and there would appear no prospect of their coming down.

TOTAL COST OF PRODUCTION.—All the elements of production costs having advanced, at least in the proportion of 3 to 1, it would seem only natural that the sale price should increase to the same degree. Lavender oil, before the war, fetched 30 to 40 francs a kilo, and it would appear that it should, in the future, be established on the basis of 90 to 120 francs, according to circumstances.

IMPORTANCE OF THE HARVEST.—The production of lavender has been continually decreasing for 20 years. This view has been arrived at on the unanimous opinion of amateurs, owners and distillers on the spot. The natural fields have perhaps only diminished to a small extent, but the plantations have suffered more largely. It must be recognized that the high prices in 1920 caused much lavender to be cut in 1921, which had previously been left on the stalk, but this did not make up for the deficiency resulting from the frost and great dryness of last year. Over production has been stated as a cause of the lack of demand last year, but a thorough investigation over ten years leads to the conclusion that there has, on the contrary, been a decreased output. We have endeavored to establish this by a consideration of figures of production, but have been unable to reach a result sufficiently clear for publication, but it is an urgent question that official figures should be obtained on this important subject. Nothing like 150,000 kilos, however, actually exists today. Everybody who has properly studied the markets is convinced that sales have not reached 100,000 kilos, and what remains unsold is a small matter. It will be imperative that producers should work with prudence, in order to avoid high working expenses, and buyers must understand on their side, that it would be a great mistake to insist on too low prices. The danger from synthetic products does not exist to the extent imagined, and the threat from foreign natural oils should not be exaggerated. There are, it is true, 300,000 kilos of Spanish oil, according to a French Senator, but a Spaniard, who distills and sells oil, gives a totally different figure, and has only predicted the victory of Spanish spike over French spike. The future can alone show whether this will happen.

The object of the above review is to emphasize the importance of a thorough inquiry into the production of French lavender oil, and to emphasize the undesirability of future public discussion on the price and methods of sale—useless discussions which can only produce regrettable disagreements. The Digne Lavender Fair should be continued every year, and it would gain in importance without in the least prejudicing the other old lavender markets of the Basses-Alpes and neighboring departments. It could always be held in conjunction with a scientific congress, for which many suitable subjects are still unexhausted, such as: (1) Preservation of the flowers, with a view to winter distillation. (2) The keeping of the oil. (3) Improving methods of distillation and recovery. (4) The cultivation and fertilizing of wild and artificial lavender fields. (5) The establishment of co-operative distilleries. (6) Endeavoring to obtain lower import duties on lavender oil in the foreign countries. (7) Modifications in the regulations of the French Codex and foreign pharmacopœias. (8) Legal measures against fraud. (9) An inquiry as to production. (10) Little-known uses of lavender and the opening of new outlets for the oil.



Flavoring Extract Section

OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

President Robert E. Heckin and his associate officers of the Flavoring Extract Manufacturers' Association of the United States have spent a very busy month in the interests of the industry since our last report.

Circular 129 covered the labeling of non-alcoholic flavors, benzoate of soda in Indiana and Congress Senate Bill 3,385. News concerning the first two subjects will be found elsewhere in this section.

Regarding Bill 3,385, introduced by Senator Edge, of New Jersey, intended to control the activities of all trade associations, R. H. Bond, chairman of the Legislative Committee, voiced a vigorous protest and urged all members to write or wire to their Senators asking them to oppose the measure. Mr. Bond said about this bill that it "is the last word in bureaucracy gone mad."

As announced in our last report the 1922 convention of the F. E. M. A. will be held in Atlantic City on July 12, 13 and 14. This will be the thirteenth convention of the association and preparations are being made to have it eclipse all of its predecessors. The Convention Committee, composed of W. W. Laudenslager, chairman, Louis B. Parsons and Fred S. Rogers (to be enlarged by additional members), is already hard at work on the program, which promises to be of unusual value and interest.

Atlantic City as a convention place in July needs no boasting and as a vacation resort on the seashore it has no superior. No member can afford to miss this convention. The few persons engaged in the industry who are not members should wake up and write to the chairman of the Convention Committee, W. W. Laudenslager, care the A. Colburn Co., 2,228 North 10th street, Philadelphia, Pa., get an application blank for membership and put in appearance at the convention in Atlantic City. The cost of membership is only nominal considering the benefits to be derived and the service runs every day in the year. One bit of advice from the association's counsel, or perhaps one paragraph of the hundreds in the various bulletins, often times is worth more than can be imagined. We want the membership to be 100 per cent of the industry and it is getting there fast. If the reader is not a member, now is the time to get started. Do not be a laggard!

Headquarters will be at Chalfonte Haddon Hall. Write there at once to reserve rooms. July will see a crowd and even now it is getting late. So do not delay. The Grand Lodge of Elks meets the same week. Enough said!

A meeting of the Committee was held in New York, May 18th, at the Drug and Chemical Club, attended by Chairman Laudenslager, and Messrs. F. W. Rogers, J. N. Lambert, L. B. Parsons, E. Hornbeck, H. Hirsh, F. S. Muchmore and the Editor.

SODA WATER FLAVORS MANUFACTURERS

Harry Whittle of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities during the last month in looking out for the interests of the association and of members. Secretary Hickey has collected information about the bills introduced in the legislatures and other subjects, and has transmitted the same to the members with recommendations for their action. A special circular has been sent out dealing with the labeling of non-alcoholic flavors, benzoate of soda in Indiana and other subjects of interest to the members.

NON-ALCOHOLIC PRODUCTS ARE NOT EXTRACTS AND MUST BE LABELED FLAVORS

Pursuant to action of the Executive Committee of the Flavoring Extracts Association, Lannen & Hickey, counsel, sent the following letter to Dr. Walter G. Campbell, Acting Chief, Bureau of Chemistry, Department of Agriculture, Washington, D. C.:

"It has been called to our attention that the Bureau of Chemistry takes the position that non-alcoholic flavors must not be labeled as extracts, and that the word 'extract' must not appear upon the label of such non-alcoholic product. In other words, that it would be a misbranding to label a non-alcoholic flavor as 'non-alcoholic lemon extract,' but that the correct labeling of such a preparation would be 'non-alcoholic lemon flavor.'"

"We would appreciate a letter from you upon this point with a view of publishing same in a bulletin which we contemplate sending out to our membership at a very early date.

"In this same connection we would like to have an expression from you as to whether or not you would consider it permissible to advertise these non-alcoholic preparations in the trade journals, etc., as, for example, 'non-alcoholic lemon extract'?"

"In other words, suppose that a preparation were labeled 'non-alcoholic lemon flavor,' and at the same time lemon extract,' would this procedure be permissible, in your opinion?"

Dr Campbell replied as follows:

"Receipt is acknowledgment of your letter of April 10, 1922, relative to labeling of extracts and flavors. Enclosed find C. R. 11-b, relative to labeling of flavoring extracts and flavors. Your attention is called especially to the fourth paragraph of this publication.

"From the standpoint of the Federal Food and Drugs Act, the term 'extract' is limited to flavors saving an alcoholic menstruum, but the term 'flavor' is a broader designation and may be applied to flavoring products which have either an alcoholic or non-alcoholic menstruum.

"Collateral advertising in newspapers and trade journals does not come within the jurisdiction of the Act specifically. However, we do not consider it proper to designate a non-alcoholic flavor as a non-alcoholic extract in trade journals or elsewhere."

The fourth paragraph of C. R. 11-b, enclosed with the

foregoing letter from Dr. Campbell, reads as follows:

"The definition for 'flavoring extract' given in Circular 136 calls for an alcohol product. Flavoring extracts prepared with vehicles other than alcohol, therefore, should not be labeled as 'extracts,' but no objection is made to the use of the designation 'flavor' for them, provided they contain the same kinds and proportions of flavoring ingredients as are required by the standards for extracts, and provided, further, they are plainly labeled with some term in direct connection with the names of the articles to show that they are prepared with a vehicle other than alcohol."

HEARING ON CROWN CAPS AS LABELS

Thomas J. Hickey, secretary of National Manufacturers of Soda Water Flavors, makes a report of a recent hearing before the Bureau of Chemistry at Washington, which he attended, relative to the labeling of soft drinks, especially with reference to such labeling as might be placed upon crown caps. A large delegation representing the Crown Cap Division of the Glass Container Association was present and took part in the hearing. Representatives of the American Bottlers of Carbonated Beverages also were present.

D. W. Hutchinson of Chicago, a prominent member of the Crown Cap Division and also a director of the National Manufacturers of Soda Water Flavors acted as chief spokesman at the hearing and presented the matter with great effectiveness. Mr. Hutchinson pointed out that there was a woeful lack of uniformity in the special laws and regulations in force in the various States relative to the labeling of soft drinks; that some States have regulations which hold that statements appearing on the crown are not to be considered as part of the label, but that all the necessary statements must appear either upon a paper label attached to the bottle or be blown in the glass; that other States do not regard statements blown in the glass as sufficient; that other States have various other special and contradictory regulations; that because of this situation it is impossible for bottlers to buy or use a uniform lithographed crown, but that special crowns must be made up in many instances, all of which adds greatly to the cost.

Mr. Hutchinson's main contention was that the Bureau of Chemistry should take the lead in promulgating a uniform regulation which might be followed as a precedent by the various States thus bringing about greater harmony. This request was later submitted in the form of a concrete ruling which the Bureau was asked to adopt. This ruling is as follows:

"All lettering upon a bottle, whether blown in the glass, lithographed or embossed on the 'crown' or cap, or appearing on a paper label, shall be considered part of the labeling; and no bottled beverage shall be held to be misbranded upon which all of the information required by law is given legibly by any one of the above methods, or by two or three of them in combination, provided that qualifying clauses applying to its character appear in close connection with the name of the product."

The officials of the bureau indicated their earnest desire to co-operate and assist the industry in bringing about uniformity as far as it may be in their power to do so. The Bureau has not yet formally adopted the proposed regulation, but still has the same under advisement.

Wrigley Is Now Going Into Ice Cream

The *Pacific Dairy Review* says that the William Wrigley Co. of chewing gum fame is about to enter the ice cream field in California. The tremendous scale on which this big concern operates and the vast amount of capital behind it has made the ice cream business sit up and take notice. It has taken over the Miller Ice Cream Co. in Oakland, one of the largest in its line in the State. Reports also are to the effect that it has established itself in Los Angeles and there are possibilities of other large ice cream interests throughout the State being taken over by the Wrigley interests in the near future.

PURE FOOD AND DRUG NOTES

In this section will be found all matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc.

FEDERAL

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Notices of judgment, issued under the Federal Food and Drugs Act, Nos. 10,001 to 10,050 had few items of interest to our industries. There were five olive oil cases. Two seizures were condemned, forfeited and destroyed, two were released under bond and one took a fine of \$300. A case of misbranding of sarsaparilla carried a \$20 fine.

Regulations Governing Food Importations

Food Inspection Decision 183, approved April 6, has just been issued by the Washington authorities. It gives the joint regulations of the three departments, Treasury, Commerce and Agriculture, governing the procedure on importations of goods subject to the Food and Drugs Act of June 30, 1906.

STATE

Indiana

Benzoate of soda used in compliance with the Federal regulations in interstate commodities apparently is safe for the present in Indiana. In letters dated January and April 25, State Food Commissioner Miller stated that he was in doubt as to any procedure, his last comment being to the effect that "in view of the adverse opinion of the Attorney General, the whole matter was reviewed by the board at its last meeting, January 11, and was laid upon the table, the conclusion being that the State Board of Health 'could not enforce the law and could not have the aid of the Attorney General and therefore could do nothing.' The board has taken no formal action in making any change in the rules or regulations relating to the matter."

Rules Against Dandelion Fruit Juice

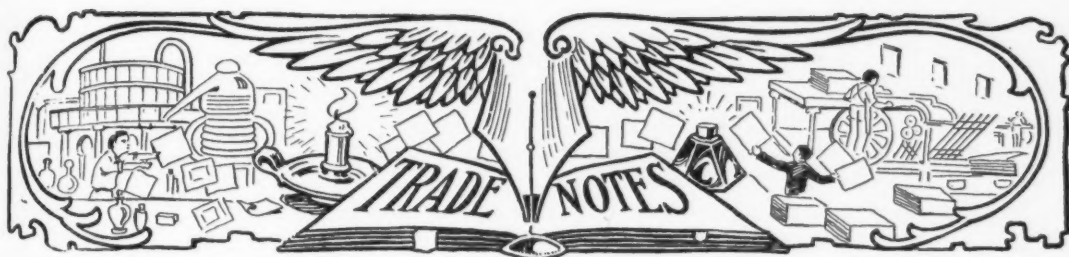
Prohibition Commissioner Haynes has ruled that dandelions are not fruit, so that persons may not make dandelion fruit juices or wines under the dry law. The same ruling is said to apply to rhubarb juices. The matter came up on account of the provision in the Volstead act permits heads of families upon notifying the collector, to make a maximum of 200 gallons of "fruit juices" provided such are not "intoxicating in fact."

Fined \$500 for Adulterating Olive Oil

New York Health Department has been waging a vigorous war against jobbers and others who have been adulterating olive oil, twenty-five prosecutions having been filed within a few weeks. In one case a fine of \$500 was imposed on George Vañer, proprietor of the Pan-Italian Commercial Company, 122 Christopher street, convicted of adulterating olive oil with peanut oil and selling it for pure olive oil.

Copeland Protests Tariff on Tooth Brushes

Dr. R. S. Copeland, New York City Health Commissioner, has sent a protest to Washington against placing a duty on imported tooth brushes, basing his action on hygienic reasons, including the public health.



Mr. and Mrs. George Lueders, Summit, N. J., returned from a trip abroad on the *George Washington*, April 29. Mr. Lueders is president of George Lueders & Co., New York City. He reports that although the steamship trip was marked by fine weather both ways the weather on the Continent during the early Spring was unusually bad. Rain set in when Mr. Lueders landed at Cherbourg and continued almost without cessation until he arrived in London on his way home. Even in Grasse, where, particularly at the end of March, the sun usually is warm and shining, the weather was cold and rainy, the sun being very little in evidence. In one instance there was hail. "It was my first experience," said Mr. Lueders, "to see the mountains behind Grasse all covered with snow."

Mr. Gustave Mahlek, vice-president and general manager of the Essential Oil Co., Trenton, N. J., has returned from Washington, D. C., where he attended as a delegate the tenth annual meeting of the Chamber of Commerce of the United States, May 15 to 18. Mr. Mahlek was elected a delegate to the national meeting by the Trenton Chamber of Commerce.

In addition to participating in the work of the meeting which was devoted largely to a consideration of European conditions and their effect on American business, Mr. Mahlek in company with eight other men held a private conference with Secretary of Commerce, Herbert Hoover, and we are indebted to Mr. Mahlek for some interesting information given by Mr. Hoover.

The Department of Commerce which has investigated manufacturing conditions found that many manufacturers are handling too many items of which stock has to be carried all over the country. In times like the present this tends to make business conditions onerous, and so the department endeavored to correct the situation. In the automobile tire line for instance, American manufacturers made 216 different tires of which stock had to be carried all over the country. Within a short time the department by working with the manufacturers is to reduce the number of different tires to 32, which will make possible a big reduction of stocks all over the country.

"Secretary Hoover," says Mr. Mahlek, "wants all manufacturers in other lines to take similar steps in the same direction. I do not know at this time what or how it

might be done in our industry, but I believe the policy of manufacturing only a few articles and developing a high degree of efficiency in them, is right. At any rate the matter is undoubtedly one for serious consideration by the leaders in our industry."

In their interesting insert between advertising pages 8 and 9 of this issue Synflour Scientific Laboratories, Inc., Monticello, N. Y., comment on the meeting of the Manufacturing Perfumers' Association, the tariff and other matters in an interesting way.

Mr. Paul Schulze-Berge, of Heine & Co., New York, arrived home on the *Rotterdam*, May 5, from a two months' visit to the Continent. Among the most interesting information that Mr. Schulze-Berge brought with him was that regarding the cultivation by Heine & Co., Leipzig, Germany, on a commercial scale of roses, jasmine, carnation, violet and violet leaves, for the production of liquid concretes by the volatile solvent process. Heine & Co. are developing an industry along the same lines as French manufacturers have conducted for so many years in Grasse, France, and vicinity, and they expect to make themselves independent of any other sources of supply within a few years.

This work was taken up in an interesting way. The flower growers of the vicinity of Leipzig who raise flowers for the regular flower markets found themselves about a year ago with a considerable surplus on hand, due to a slump in their industry, and they succeeded in interesting Heine & Co., Leipzig, who undertook to make tests with the German grown flowers to determine whether or not they could be used for the manufacture of flower oils. They were so pleased with the results that they contracted with a number of flower farms in the vicinity of the plant at Gröba (a suburb of Leipzig) to increase their flower acreage, and this new German industry bids fair to soon be on a permanent basis. Heine & Co.'s plant at Gröba has been considerably enlarged during the last four years, and we are advised that it is now more than double its former capacity.

Mr. L. J. Zollinger, who has been identified with the perfumery industry as a chemist for a number of years, has entered the employ of Roure-Bertrand Fils, Inc., New York, and Justin Dupont, Inc., New York, as a special traveler. Mr. Zollinger was formerly a pharmacist and worked in various stores as a prescription clerk. Later he was in charge of the manufacturing department for the William M. Griffin Co. which manufactured a line of household remedies, flavoring extracts and toilet preparations. Four years later he resigned to accept a position as assistant to Mr. Miles in the laboratories of Marshall Field & Co. When Mr. Miles resigned, Mr. Zollinger was



GUSTAVE MAHLCK

made manager of the laboratories, a position he held for five years when he joined the Remiller Co., of New York City. Three years later he resigned to join the organization of Richard Hudnut, New York City, which he held up to the time of his resignation to join Roure-Bertrand Fils, Inc. He is at present on a trip through the mid-west, and reports very encouraging results.

Mr. W. H. Rowse, vice-president and member of the Board of Directors of Morana, Inc., New York, is in the Mid-west on a special selling trip. Mr. Rowse is sales manager of the company, and his multifarious duties keep him on the jump.

At a meeting of the Board of Directors of the U. S. Industrial Alcohol Co., held at the office of the company, 27 William street, New York, on April 20, Mr. H. S. Rubens, chairman of the board, was elected to the presidency of the company, to succeed Mr. F. M. Harrison, who resigned. Mr. H. I. Pepper, formerly in charge of the Chicago branch, was elected to the vice-presidency in charge of sales. Mr. A. G. Robinson, treasurer, was elected member of the board. Mr. R. R. Brown, assistant secretary and treasurer, was appointed comptroller.

Mr. Glenn Haskell, formerly associated with the Chicago branch, is now making his headquarters in New York, and will co-operate with Mr. Pepper in the sales end of the business.

Mr. Julius Koehler, secretary of Fritzsche Brothers, Inc., New York, returned to New York, April 24, from a ten weeks' visit to Hollywood, Cal. He spent the time with Mrs. Koehler at the home of their daughter, Mrs. A. Zoellner, and their visit was gladdened by the arrival of a granddaughter, born March 18. Mrs. Koehler remained in Hollywood, and will return about June 1.

Millville Bottle Works, whose factory and head offices are located at Millville, N. J., advise that their perfume and toilet bottle interests in the metropolitan district will be divided between Mr. L. S. Huntington, who has been associated with them in New York for nearly fifteen years, and Mr. P. C. Kramer, who has been with the company about four years.

Frank K. Woodworth has been engaged by the Executive Board of the Manufacturing Perfumers' Association as business manager of the association, and will make his headquarters at the association's office, 305 Broadway, New York. Telephone number, Worth 8551. Mr. Woodworth has had wide experience in the industry, having been associated with his father, Mr. F. H. Woodworth, in the management of C. B. Woodworth Sons, Rochester, N. Y., spending seven years in the laboratory. Leaving there, he went with Lazell, Perfumer, Newburgh, N. Y., in the sales department, and in 1917 entered the employ of Antoine Chiris Co., New York, in charge of the Chicago branch. He was then transferred to the head office of the company and was special salesman in the metropolitan district for two and a half years. He severed this connection on April 1, and since that time has enjoyed a well-earned vacation at his home in Mamaroneck, N. Y.

Francois de Spoturno Coty, the French perfumer, has obtained a temporary injunction restraining the Coty Stores of America, a \$2,000,000 corporation doing business in Philadelphia, Atlantic City and elsewhere, from using the name "Coty" or "Ernest Coty" or "Coty Stores of America" in any way unless associated with the words "not the original Coty"; and also from using the words "Origan" or "L'Origan" in any fashion. The injunction also provides that the perfumes of Ernest Coty sold at retail in the Coty Stores of America do not have to bear the words "not the original Coty" but the defendants must display a placard in their retail shops containing the words "We are not the original Coty and do not carry his products."

The decision granting the injunction pendente lite followed argument before Judge Morris of the U. S. District Court for the District of Delaware, May 15. Francois de Spoturno Coty, the plaintiff, claimed that he was the only man by the name of Coty who owned a legitimate perfume business. The defendants claimed that they had a contract with Ernest Coty, of Paris, for the sale of his perfumes and hence had the right to use the name Coty or Ernest Coty. The defendant also claimed the right to sell L'Origan perfume made by Ernest Coty on the ground that L'Origan was a plant. The plaintiff maintained that L'Origan was originated by him and that the name had no reference to the plant. Charles Nead of Fish, Richardson & Nead, associate counsel with Mock & Blum, represented the plaintiff and Howard M. Long and Henry M. Stevenson represented the defendants.

(It should be noted that this particular suit did not raise the question of rebottling genuine Coty perfume into small vials. That question is at issue in the suit by Coty against Prestonettes, Inc., which is still pending).

Rodolph Valentino, motion picture star, has married Miss Winifred Shaughnessy, step-daughter of Richard Hudnut, perfumer. Miss Shaughnessy, who is famed as a dancer and is known professionally at Natacha Rambova, has lived in Hollywood, and for three years has been art director for Mme. Nazimova. She and Valentino met when he was playing the part of *Armand* in Nazimova's production of "Camille."

Mr. Valentino has been interested in a divorce suit, in which a decree was granted to become effective later, so to avoid legal tangles they crossed the line to Mexico on May 13 and were united in matrimony. Technically, California jurists argue, Valentino committed bigamy, for the decree had not become finally effective. However, he is not worrying and the happy couple were speeding eastward at last accounts.

Before the marriage, Mr. Hudnut, who had come to New York from Los Angeles, had this to say:

"I am pleased to confirm the announcement of the engagement of my step-daughter to Mr. Valentino. Both Mrs. Hudnut and I respect and admire him, and the fact that they are to be married makes us happy. He is a man of personal charm and comes from an excellent old Italian family, and he has shown conspicuous ability in making his way in a foreign country where he came absolutely unknown."

Mr. and Mrs. Hudnut will sail soon for Europe to occupy their chateau, Juan-les-Pins, between Cannes and Nice, which they purchased just before the war.

Clarence Morgan & Co. began business May 1, with offices at 180 North Market street, Chicago, Ill., operating a general chemical business and also as Chicago representatives for the following: B. & W. Co., Elizabeth, N. J.; the Chatfield Mfg. Co., and the Emery Candle Co., Cincinnati, Ohio; Thomas Keery Co., Hancock, N. Y.; Seydel Chemical Co., Jersey City, N. J. and Rhodia Chemical Co., Tartar Chemical Works and Thurston & Braidich, New York City. The company took over the Chicago chemical stock of Rockhill & Vietor, which discontinued business May 1. When Mr. Morgan reached his office on May 1, he was agreeably surprised to find on his desk a floral piece in the



CLARENCE MORGAN AT HIS DESK IN CHICAGO

form of a horseshoe given him as a token of good luck for the new company by the members of his organization. There was also a bouquet from the Perfumery, Soap & Extract Association of Chicago, of which Mr. Morgan is a member and several others from personal friends and customers. Each bouquet was accompanied by an appropriate card with expressions foretelling growing prosperity for the new company.

Frank Z. Woods, who began business on the same day, at 180 North Market street, Chicago, Ill., under his own name, was similarly remembered by his employees, customers and friends in the trade. Mr. Woods is acting as Chicago representative for Allaire, Woodward & Co., Peoria, Ill.; Federal Products Co., Cincinnati, Ohio; Gould Witch Hazel Co., Boston, Mass., and Harold A. Sinclair, New York, N. Y.

Mr. Leo Roon, president of the Standard Mineral Co., is president of the Alumni Association of the Columbia University College of Pharmacy. He was chairman of the committee that arranged the recent reception to Dean H. H. Rusby, given by the association.

Mr. W. E. Miller, manager of the Coignet Chemical Products Co. for the United States and Canada, will sail May 31 for a three weeks' business trip on the Continent, principally in France.

Mr. Georges Guerin, of the Parfumerie Grenoville (manufacturers of parfumerie de luxe), accompanied by one of his collaborateurs, Mr. A. C. Humbert, has been in New York for the last few weeks on business. Mr. Guerin's

company is one of the comparatively new Parisian firms, but has already attained an enviable reputation both abroad and in this country. The concern is located at 108-110 Avenue Pereire and 6-10 Avenue St. Anne, Paris, with a factory at Asnieres.

The American representative is Mr. Maurice Levy, 120 West 41st street, New York City.

Mr. Guerin enjoyed his visit to the United States, which is his first, and is pleased with the results.

Mr. and Mrs. Warren E. Burns will sail June 17 on the *Rotterdam* for a trip to the Continent. Mr. Burns is vice-president of Morana, Inc., and while abroad he will visit leading houses in which his company is interested.

Dr. F. E. Stockelbach, of Douglaston, N. Y., advises us that he has resigned as president and director of the Commonwealth Chemical Corporation, and has disposed of his entire holdings of stock in the corporation. Dr. Stockelbach sailed for Europe on April 29, expecting to spend all of the summer abroad, returning to New York State in the autumn, probably late in September. Part of his time abroad he intends to spend in Germany and possibly in Russia, looking into the industrial conditions of those two countries, but apart from this he just intends to loaf and enjoy outdoor life.

Mr. P. R. Dreyer, for several years manager of the Essential Oil Department of Rockhill & Vietor, New York City, is now established in business for himself, with offices at 109 and 111 Beekman street, New York City. Mr. Dreyer is the sole representative in the United States of the Naar-



P. R. DREYER IN HIS NEW OFFICES IN NEW YORK

den Chemical Works, Ltd., Naarden, Holland, and also of Bertrand Freres, Grasse, France. The complete line of synthetics and natural floral products of these two houses is carried by Mr. Dreyer. He also announces that he has been appointed a distributor of vanillin for a well-known house.

Judge A. N. Hand, in the Federal Court, has dismissed the petition in bankruptcy filed last May against A. P. Babcock & Co., manufacturers of perfume and talcum powder, at 501 Fifth avenue, New York. The creditors were paid 100 cents on the dollar in cash.

L. Sonneborn & Sons, Inc., are now located in their new offices at 114 Fifth avenue, New York City. The new location affords 14,000 square feet of space or 6,000 square feet more than were available in the old offices at 262 Pearl street. The company was organized in 1906 and its first office was at 281 Pearl street. From there the company moved to 262 Pearl street, where it remained for fifteen years. During this time the company expanded its operations and it now has branch offices in Philadelphia, Baltimore, Kansas City, St. Louis, Los Angeles, Detroit, Chicago and Dallas. Dr. F. Sonneborn is president, S. B. Sonneborn is vice president and Max Pick is treasurer and general manager of the company. J. F. Roten, secretary of the company, is associated with H. F. Copeland and Rudolph Sonneborn in the management of the White Oil Department. Mr. Copeland was graduated from the Institute of Technology, Washington, D. C., in 1894 and since then he has been with two concerns: James S. Barron & Co., for thirteen years, and L. Sonneborn & Sons, Inc., for fifteen years. He resides at Hawarth, N. J., and is on the board of governors of the White Beaches Golf & Country Club. Rudolph Sonneborn is an alumnus of Johns Hopkins University, where he took an active part in all forms of intercollegiate athletics, and also of Harvard University, where he did post graduate work in the School of Business.

Mr. J. Manheimer, essential oils, New York, who has been studying conditions abroad, writes from England that business there is rather dull and prices are high.

Our readers will regret very much to learn of the bereavement suffered by M. Justin Dupont, Argenteuil (S. & O.) France, in the death of his wife, April 12.

Pacific Specialty Co., Seattle, Wash., is a new soap making corporation which expects to spend \$100,000 the first year in getting started. The officers are: President, B. J. Sanders, Grand Forks, N. D.; secretary, A. C. Townsend, Seattle; treasurer, Daniel Kidwell, Pomeroy; trustees, E. S. Fitch and George W. Getts, Spokane, and Dan Smith, Pomeroy. The soap factory expects to begin work about July 1.

After May 15 the National Aniline & Chemical Co., Inc., will be located in its new quarters at 40 Rector street, New York, where it will have better facilities for handling its business.

McCormick & Co., Inc., Baltimore, have issued a letter to their distributors, in which they express the opinion that business conditions are improving and will continue to improve, gradually but surely.

L. Reusche & Co., velvo frosting liquid, has moved to 34 Union Square East, being the southeast corner of Fourth avenue and 16th street, New York City. The new telephone is Stuyvesant 4564.

E. I. du Pont de Nemours Export Co., with headquarters at 120 Broadway, New York City, a subsidiary of E. I. du Pont de Nemours & Co., discontinued business April 1. E. I. du Pont de Nemours & Co. now handles its export trade through its various industrial divisions.

Mr. E. V. Killen, vice-president of George Lueders & Co., New York, will sail on the *President Pierce* May 27, with Mrs. Killen, and their two daughters, Ruth and Clare, and their son, Wilbur, for a three months' visit to England and the Continent.

Mr. George K. Lueders is back again at his desk from a week's visit to Montreal, where he attended the annual convention of the Canadian Bakers' and Candy Manufacturers' Association at the Ritz Carlton Hotel.

Mr. Lueders states that he likes the spirit of the Canadian metropolis.

Sunray Co., Inc., of Philadelphia, Pa. was adjudged a bankrupt in the local Federal Court on April 25. Creditors will meet the referee, David Werner Amram, at his office in Philadelphia, at 10:30 A. M. Friday, May 26.

Returning on May 1, aboard *La Savoie*, Felix Dreyfus, of the Framerician Industrial Development Corporation, stated he got the exclusive American agency for the full line of perfumes and toilet preparations made by the Gueldy Corporation in Paris.

Mr. John J. Pollock, recently appointed manager of the Perfume and Toilet Articles Section of the Bush Terminal Sales Co., was formerly connected in a sales and executive capacity with the Lionel Trading Co., and the American Corporation, an associated importing company. Mr. Pollock was also assistant director of the United States Food Administration for New York City and State during the war, and in this capacity he undertook a concentrated and scientific study of the business of retail stores. Later he wrote a report, which was subsequently published, on transportation and distribution in the metropolitan territory.

Mr. Pollock announces that the section is building up a sales organization which will cover the metropolitan territory within a radius of 40 miles of New York City. The city is being divided into zones and plans are being made, it is stated, to visit every type of shop or store in the territory where products handled by the section may be sold. The floor is to be conducted on the same basis as formerly.

Western Novelty Manufacturing Co., 1536 East 49th street, Cleveland, Ohio, which specializes in the manufacture of celluloid products and novelties describes celluloid boxes for powders, rouge, etc., in its announcement on advertising page 102 of this issue.

Alsop Engineering Co., 157 Water street, New York City, describes and illustrates its small portable filter in its initial announcement on advertising page 118 of this issue.

A. M. Todd Co., Kalamazoo, Mich., long prominent as growers and distillers of peppermint and other essential oils, has been preparing for some time to manufacture several synthetic perfume materials. They now offer a limited line, and in their announcement on page 74 of this issue, they offer geraniol.

This development in the American essential oil and synthetic industry will be watched with interest, as the Todd Co. is one of the first of the large houses west of the Atlantic seaboard to enter this field.

Mr. Adolph Spiehler, of Adolph Spiehler, Inc., Rochester, N. Y., has received interesting news from his daughter, Miss Florence Spiehler, who has been abroad for the last year. Miss Spiehler sailed June 1, 1921, and her itinerary until winter included Constantinople and the chief cities in Greece, Italy, France, Belgium and Holland. She spent the winter in London studying art. January 1 of this year she left for a trip to the Riviera, Genoa and to the principal places of interest in Egypt. From there she returned to Paris, where she will remain until September, when she will return to the United States. Miss Spiehler was graduated from the New York School of Fine and Applied Arts in 1919, and since then she has earned distinction for her skill as a designer.

Paul O. Abbé, Inc., grinding and mixing machinery, has moved to 71-73 Murray street, New York City.

Mr. Anderson Pace, formerly sales manager of the American Wholesale Corporation, and earlier publicity manager for Butler Brothers, has entered the Tindeco organization as director of advertising, sales promotion, publicity, research, and mail order work. His work includes discovering and developing new leads, helping salesmen to turn prospects into customers, and in educational work on prospects and customers in the interval of calls by salesmen.



ANDERSON PACE

tising circles in the East.

Preliminary work in connection with the advertising of Lysander Kemp & Sons, Inc., Cambridge, Mass., on behalf of Kemp's Sudsy Soap Flakes, has been begun by the Derby Brown Co., Boston.

The will of Susie D. Smith, of 87 Continental avenue, Forest Hills, who was president of the Alfred H. Smith Co., perfume manufacturers of 15 West Thirty-fourth street, New York, makes bequests aggregating \$392,000 to religious and charitable institutions, relatives and employees. The will was filed for probate recently with Surrogate Daniel Noble, of Queens, at Jamaica.

The Jamaica Hospital, Jamaica, and the Church-in-the-Gardens, Forest Hills, receive \$40,000.

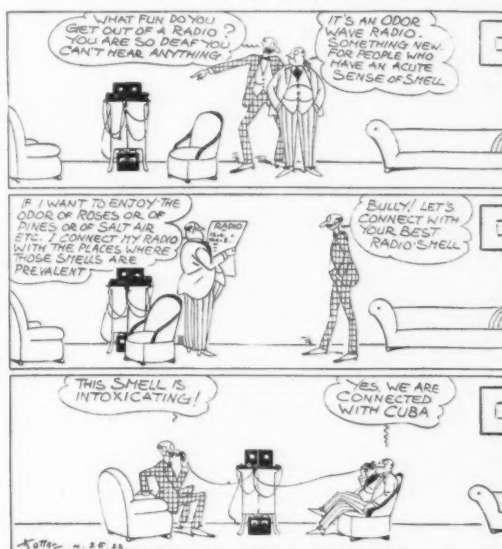
To the son-in-law and daughter, John J. and Laura R. Volger, of Douglaston, L. I., is left \$90,000 to be divided among the employees of the Alfred H. Smith Co. at the discretion of Mr. and Mrs. Volger.

Among the other bequests are: Faith Home for the Aged, Brooklyn, \$10,000; Rev. Raymond C. Dietz, \$5,000; Salvation Army, \$10,000; American Red Cross, \$5,000; Students' Volunteer Movement for Foreign Missions, \$5,000; Central Presbyterian Church, \$10,000; New York Association for the Blind, \$5,000; New York Society for the Prevention of Cruelty to Children, \$10,000; School for the Hard of Hearing, \$5,000; Flower Hospital of Manhat-

tan, \$5,000, and Miss Nellie M. Smith, of Forest Hills, and Mrs. Laura B. Volger, of Douglaston, the testator's daughters, \$50,000 each.

Machinery is causing serious inroads in the glass-blowing industry, it was said at Atlantic City recently by members of the Green Glass Bottle Blowers' Association of the United States and Canada, who were there for their semi-annual conference with representatives of the National Bottle Manufacturers' Association. There are two requests from the mechanics for a slight increase in wages, but they may not be pressed. It was not believed that the manufacturers would ask the workmen to take a smaller rate. The conferees then will receive their instructions for a final meeting some time in August, when terms for the yearly agreement will be reached.

WHAT'S NEXT? RADIO INVADERS THE PERFUME FIELD.



(We are indebted to the New York Evening World for this cartoon in the attractive "What Next" series that Maurice Ketten, one of the premiers in his line, is supplying to the American public.)

Mr. N. M. Stanley, of the Stanley Mfg. Co., Dayton, Ohio, will sail on May 30 from Halifax on the Canadian-Pacific liner, *Empress of Scotland*. Mr. Stanley will make a study of business conditions in England, France and Germany with a view to appointing representatives for the Stanley Mfg. Co. in these countries, if conditions appear to him to be satisfactory. He will be gone practically three months.

Justice Louis W. Marcus, New York Supreme Court, at Buffalo, has enjoined and restrained the Drug Sales Co., Inc., from making use in any manner in its business of the phrase or name "Direct Sales" or the phrase or monogram "D. S. Co." and from issuing or circulating in any manner price lists printed on yellow paper. This decision was given in a suit filed by the Direct Sales Co., Inc., alleging that the Drug Sales Co.'s practices later noticed by the court had tended to confuse the public and might result in irreparable injury to the complainant.

Mr. Chester A. Smeltzer, of Dodge & Olcott Co., New York City, is in Vera Cruz on business. He expects to remain there long enough to estimate the vanilla crop.

On the eve of the celebration of its twenty-fifth anniversary, the Evergreen Chemical Co., manufacturers of concentrated flower oils and perfume bases, moved from 171 Broadway, New York City, where it has been for the last eleven years, to more commodious quarters at 9 Church street. The company, which is a partnership, has had an interesting history. Back in the early part of 1898, Mr. M. Friend, who then was in the merchandising business, inserted an advertisement in a New York newspaper under "Business Opportunities." The advertisement brought Mr. P. A. Raby, who was manager of a Brooklyn drug store and Mr. Friend together. They were entire strangers, but soon found that their relations were likely to prove satisfactory, so they entered into a partnership which still continues. They entered into an arrangement whereby Mr. Raby was to handle sales and attend to all outside work and Mr. Friend was to superintend the manufacture of the company's products. Although the company has grown greatly since its modest start at that time until now when it does a world-wide business, this arrangement is still in force. The company was located at 130 Fulton street for eight years, at 194 Broadway for five years and at 171 Broadway for eleven years. It has branches in London, in San Francisco and in Kyoto, Japan.

Seydel Chemical Co., Jersey City, N. J., is the new name of the company formed by the merger of the Seydel Manufacturing Co. and the Nitro Products Corporation. The company's manufacturing facilities in Nitro, W. Va., and Jersey City, N. J., are to be enlarged.

John Taylor & Co., Ltd., Toronto, Ont., Canada, manufacturers of soaps, have moved their offices to the Lever building, Eastern avenue, Toronto.

The Owl Drug Co., Los Angeles, Cal., held a novel beauty contest lasting from March 27 to April 1, to promote the proper use and the sale of toilet preparations, which was conducted on original lines. The company operates a large store at Sixth street and Broadway, Los Angeles, with spacious windows which were filled with over fifty varieties of cosmetics and toilet preparations calculated to make women more beautiful. Prizes totalling \$10,000 in money and merchandise were offered to the most beautiful women selected by suitable judges from photographs submitted in the contest. Motion picture stars only were barred from the contest. The photographs were identified by number and were displayed for one week. Each patron of the store was then allowed to cast a ballot for the most beautiful woman. From the list of fifty selected by the public, the judges selected the winners of the major prizes. Fifty manufacturers co-operated in the beauty contest which was enlivened by distributions of samples of perfumes and cosmetics and by special lectures every day during the week on the proper use of powders, creams, lotions, etc., the care of the hands, the care of the teeth, the care of the scalp and the care of the complexion and an especially interesting lecture

on individuality in perfumes. The contest was announced in large newspaper advertisements and printed folders giving details of the contest were given or mailed to each customer of the store.

A photograph of Miss Estelle Schindelman with her hand over her mouth to hide her smile, which was published as an advertisement of a brand of tooth paste, is the basis of a suit for \$100,000 damages, which she has filed in the New York Supreme Court against the Forhan Co.

"Afraid to smile," was the suggestive allegation printed below the likeness of the pretty girl. The advertisement also said: "She dare not unmask her smile lest others learn the secret she shares only with her mirror. Her teeth once so firm and white and beautiful are paying the penalty of her neglect."

Miss Schindelman charges that the picture was used without the consent of herself or her parents and that the company took no heed of her demand that its use be discontinued.

The May inserts in the handsome series which Polak & Schwarz, Ltd., Zaandam, Holland, is running in our advertising pages are on the high seas as this Trade Note is written. The inserts are aboard the Holland-America liner *Westerdyk*, due in New York, May 22. Perhaps they may catch the mailing department, but it now seems doubtful.

ByCo, Chemisch-Pharmazeutische Fabrik, S. A., which manufactures chemicals, pharmaceutical products, perfumery, creams and cosmetics, has moved its plant recently from Los Angeles, Cal., to Mexico City, where it has reinstalled its operations. The corporation is now located at 1 Calle de Rosales, Mexico, D. F. It formerly was *Figuerola & Co.*, at one time at 117-5a Donceles.

E. Burnham, Inc., Chicago, Ill., has opened a school for beauty culture in the Bush Terminal Sales Building, New York City, which is modeled on the lines of the company's school in Chicago. There is about 3,900 square feet of floor space in the new school, which is well appointed throughout for the accommodation of from 200 to 300 day and evening students. Donald Burnham is in charge of the school and Mrs. H. J. Macbeth is manager.

Branscombe Chemical Co., 30 Church street, New York City, announces the election of Mr. Leo Loeb as secretary of the company. Mr. Loeb has been connected with the company since last March.

Cosin Co., manufacturers of vanity puffs, has moved from suite 1132 to larger offices in suite 1063 in the Fifth Avenue Building, 200 Fifth Avenue, New York City.

Mexican Chamber of Commerce of the United States, Woolworth Building, New York, has elected Gen. Goethals, builder of the Panama Canal, as its director.

Mr. Charles Streiff, United States agent for Guerin-Pouyat-Elite, Ltd., with offices at 43 West Twenty-third street, New York City, is on an extended trip through the west.

Morana, Inc., 118 East 27th street, New York City, devote two of the pages in their attractive six-page insert which appears between advertising pages 16 and 17 of this issue to a frank discussion of matters relating to the tariff. Another page is devoted to the illustration of glassware manufactured by C. & J. Viard & R. Mouquet, Montreuil, France, for whom the company are exclusive American agents.

The beautifully designed and tastefully colored four-page insert of Alderman-Fairchild Co., Rochester, N. Y., which appears between advertising pages 40 and 41 of this issue calls attention to the service of the company in originating and executing sales ideas in containers for perfumes and toilet preparations.

Economic Machinery Co., Worcester, Mass., begins on advertising page 77 of this issue the first of a series of announcements describing and illustrating the different types and the features of the World Labeler. The main office of the company is at Worcester, Mass., where Leonard W. Howell, sales manager, has his office. The New York City office is at 15 Park Row and is in charge of C. E. Bulter; and the Chicago office is in charge of N. Sabaria.



PLANT OF HAMPDEN GLAZED PAPER CO., HOLYOKE, MASS.

Ungerer & Co., 124 West 19th street, New York City, are beginning on advertising page 26 of this issue the first of a series of illustrated advertisements showing packages of floral essences offered by Hugues Aine, Grasse, France, for whom the firm is the American agent.

Ruth Glass Co., whose initial announcement appears on advertising page 96 of this issue has its plant in Conshohocken, Pa. George G. McCaskey, sales representative for the company, recently moved to new and larger offices at 53 Park Place, New York City.

Attention is called to the insert in colors of The Stanley Manufacturing Co., Dayton, Ohio, which appears between advertising pages 72 and 73 of this issue. In it the company follows the unique practice it has been following for some time of displaying actual metal seals made by it. On the reverse side of the insert, the Stanley Labeler is illustrated and described.

Another of the attractive inserts in color of E. N. Rowell Co., Inc., Batavia, N. Y., appears in this issue between advertising pages 96 and 97. On the reverse side of the insert one of the factories of the company is shown.

T. C. Wheaton Co., bottle blowers, Millville, N. J., illustrate in a striking way in its insert in colors which appears between advertising pages 88 and 89 of this issue, the various effects that may be secured by using Selex, a new capping material made by the company.

Inyo Talc Co., Los Angeles, Cal., presents some interesting information about its Sierra talc in its insert which appears between advertising pages 32 and 33 of this issue.

Atlantic Manufacturing Co., 46 Nassau street, Newark, N. J., in an original insert in colors appearing in this issue between advertising pages 80 and 81, shows a collapsible tube in its original colors. On the reverse side of the insert, Imperial Metal Mfg. Corporation, 81 Sunswick street, Long Island City, N. Y., illustrates in gold and natural colors its leak proof sprinklers.

G. V. O'Grady resigned April 30 as sales manager of the Northam Warren Corporation's Cutex manicure specialties.

Bernard Rider, trading as the Independent Paper Box Co., 147 Wooster street, New York City, has assigned to Barnet Friedelbaum, 1138 Vyse avenue.

Hampden Glazed Paper Co., Holyoke, Mass., was established in 1881, manufacturing a few lines of paper. Since that time it has not only grown in size but it has extended its lines of papers considerably. About ten years ago the company began to develop its lines of fancy box papers. From the first small factory the company has grown so that it now occupies a large modern plant with a floor space of 250,000 square feet. The company is extending its sales work and begins, on advertising page 95 of this issue, the first of a series of its most attractive announcements.

Magnus, Mabce & Reynard, Inc., importers and manufacturers of essential oils, aromatic chemicals and perfumers' materials, 237 Pearl street, New York City, have taken steps to further the interests of the trade on the Pacific coast. They have recently arranged with their agents, George W. Smith & Sons, 83 Natoma street, San Francisco, Cal., to carry complete stocks of essential oils in all sized packages, aromatic chemicals and flower oils. George W. Smith & Sons have been in business on the Pacific coast for about a year and a half and in this time have won many friends in the trade. Magnus, Mabce & Reynard, Inc., recently opened an office at 101 Tremont street, Boston, Mass., in charge of Frank J. Taylor. Mr. Taylor was formerly in charge of sales in that territory for Rockhill & Victor, and has had fifteen years' experience in the New England region. Fred Rauch, formerly covering the New England territory for this concern, will assume charge of the Philadelphia and Baltimore sales districts.

Numerous friends of Dr. Arthur Lowenstein, vice-president of Wilson & Co., Chicago, will regret to learn of the death of his mother, Mrs. Diana Lowenstein. Dr. Lowenstein was in the East when news reached him of his mother's critical illness and he hurried back to Chicago.

Charles F. Slade Co., Buffalo, N. Y., manufacturer of Slade's vanilla, has taken an adjoining building to care for its rapidly expanding business in Slade's ammonia. The present quarters will be devoted exclusively to the firm's rapidly expanding business in flavoring extracts. This is the second extension of the premises within two years.

M. DeMattia, Chemicals, Inc., is the name of a new organization of manufacturers and sales agents for shampoos, essential oils, creams, etc., with offices at 237 Mercer street, New York City. The incorporators of the new company are Michael DeMattia, Frank H. Lowenfels, Marcel E. Scherer and Mack S. Lehman.

Nearly three tons of scientific specimens were brought back to the United States, April 13 by three members of the expedition financed by the H. K. Mulford Co., manufacturing chemists, of Philadelphia, Pa. The expedition was inaugurated for the benefit of the professions of pharmacy and medicine, especially to seek new sources for crude drugs, and included a tour into the jungles of South America. Dean H. H. Rusby, met the returning members at the pier.

During 1921 the Owens Bottle Co. made \$797,422 in manufacturing products, and collected \$1,141,068 in royalties. This total of \$1,938,490 is comparable with \$6,469,104 in 1920. Net profit in the two years was respectively \$1,369,096 and \$4,222,205.

Leith S. Temperton has been appointed advertising manager of the Norwich Pharmacal Co., Norwich, N. Y. He was previously Eastern sales manager of Wm. R. Warner & Co., Inc., New York, and for a number of years was connected with the H. K. Mulford Co.

United Drug Co., Boston, has declared a regular quarterly dividend of 87½ cents a share on the first preferred stock. It is payable May 1 to stock of record April 15.

Malcolm McKenzie, long active in essential oil circles in this city, and H. H. Foster, until recently an officer of a firm of importers and exporters, have formed a corporation to be known as McKenzie & Foster, Inc., at 82 Beaver street. They will conduct a general commission business, confining themselves largely to Far Eastern products. Mr. McKenzie contemplates in the near future an extensive trip embracing Japan, China, and India.

Notice has been given that Joseph T. Delchanty, toilet preparations manufacturer, of Wayne, Du Page County, Ill., will apply June 26 to the Federal District Court in Chicago for a discharge from bankruptcy.

W. R. Killinger has been appointed special sales representative for Ohio for James S. Kirk & Co. Mr. Killinger's headquarters are 1015 Renkert building, Canton, Ohio. He succeeds S. H. Springer, who has retired from the soap business after thirteen years of service to take up educational work.

Eugene Berninghaus, head and founder of the Eugene Berninghaus Co., Cincinnati, Ohio, is receiving congratulations upon the semi-centennial of the firm, which occurs this month and upon his own achievement of the ripe age of 76 years. Mr. Berninghaus has been a conspicuous figure in the barbers' supply industry, having begun with the reclining chair and having branched out later with the revolving chair, besides fostering many collateral improvements in the industry. It was a quarter of a century ago that Mr. Berninghaus perfected the hydraulic chair that since has made his firm and himself famous in tonsorial circles. Personally he enjoys the health and possesses the activity that many men of half his long lease of life would envy.

Waco (Texas) Barbers' Supply & Manufacturing Co., of which Collier Monroe was the organizer seven years ago, has been reorganized and the capital stock has been increased to \$50,000. George W. Irwin, Jr., is president and general manager, Mr. Monroe accepting the office of vice president. V. T. Asbury also is a vice president and T. P. Fetzer becomes secretary and treasurer. Mr. Monroe, who has made the house one of the jobbing leaders in the Texas region, will be head of a \$100,000 stock company to exploit his electric hair clipper patent. The Waco company will act as distributor for the hair clipper.

The St. Louis branch office of Ungerer & Co., in charge of Mr. C. L. Iorns, formerly located in the Pierce building, was moved May 1 into larger quarters at 826 Clark avenue. Increased facilities are available in the new location placing Ungerer & Co. in a better position than ever to serve customers in this territory. The telephone number of the new office is Olive 675.

H. B. Jaeger Barber Supply Co., with a record of twenty-five years at Jacksonville, has decided to move to Springfield, Ill., and has purchased the barber supply business of the Payne Sporting Goods Co. in carrying out the change. The Jaeger firm now covers Illinois, Missouri and Iowa, but will branch out into Indiana, and eventually other States. The company has opened show rooms at 414 East Jefferson street, Springfield, and plans a new incorporation with larger capital in the immediate future.

BOOK REVIEW

SOAPS. A practical manual on the manufacture of domestic, toilet and other soaps, by George H. Hurst, F. C. S. Third revised and enlarged edition by H. B. Stocks, F. I. C., F. C. S., \$7.

This book like most works on soaps, devotes a great deal more space to detailed descriptions of machinery and materials than to the actual technology of soap making. This fact and other points noticed indicate that the author is not in intimate touch with soap manufacturing conditions. Many of the machinery illustrations are of rather antiquated appearance, and it is thought that the book would be improved by their absence. Materials and machinery occupy 274 pages, together with an introduction of detailed theory, while soap technology and analytical methods cover 134 pages. The subject matter is distributed as follows: Introduction, 16 pages; soapmakers' alkalies, 47 pages;

soap, fats and oils, 141 pages; perfumes, 10 pages; water as a soap material, 5 pages; soap machinery, 55 pages; technology of soap making, 84 pages; glycerine in soap lyes, 9 pages; laying out a soap factory, 7 pages; soap analysis, 30 pages.

Soap machinery in books of this kind should be generally touched upon as to principles of use; unless frequently revised and kept up to date in detail, the discussions and cuts are of very little practical importance.

The chapter on fats and oils gives a great deal of information as to their use in the soap industry, although in some cases the space taken up is out of proportion to the importance of the material.

It is unfortunate that such misleading and incomplete information is given regarding perfumes in soap. Such expensive materials as neroli and natural musk are used sparingly, if at all, being replaced by synthetic products, and genuine wintergreen oil is not of any importance, as methyl salicylate and oil of birch are generally used. Musk and mirbane alone of all the synthetics receive mention.

The author must have neglected to complete his description of blue mottled soap, as indicated by a statement on page 296. The omission of separate rosin saponification, the method given for drying milled toilet soap, and the paragraphs on shaving soaps indicate a lack of knowledge of the modern soap making methods.

The chapter on factory planning is an excellent beginning, but it is too short and cursory to offer any real help.

No details are given regarding the proper preparation of the fatty acids for the "tila" test on page 390. Reference to free fatty acids is tucked away in a small paragraph under "Free Alkali," on page 397. The directions for calculation of actual glycerol content given on page 413 should follow the matter on the acetin method.

Among the errors noticed are the statement on page 148 that Ceylon cocoanut oil is superior to the Cochin oil, and the value given on page 306 for the weight of caustic soda required to saponify 100 pounds of cocoanut oil, etc. This value should be about 16 instead of 14.3 as given.

In view of the fact that this is a revised edition, the number of errors and inaccuracies are disappointing.

ARTHUR C. LANSING, Chemist.
Lightfoot Schultz Company.

NEW PUBLICATIONS, PRICE LISTS, ETC.

GEORGE LUEDERS & Co., 427-429 Washington street, New York, have sent to us their May price list of products manufactured by Fabrique de La Sabrane, of Grasse, France. Lueders & Co., as announced in our last issue, have become the sole agents for this firm in the United States, Canada, Central and South America. While the brand is new in this market Lueders & Co. have become convinced that the goods will be of the highest and most reliable character. The line includes pure natural flower essences, pomades, essential oils, floral waters, etc. Samples will be available in the near future and orders will be filled without unnecessary delay. Prices are quoted subject to the tariff changes that may be made by Congress.

KIMBLE GLASS Co., Vineland, N. J., sets forth in its circular that a "vial is not just necessarily a vial." It gives illustrations. Its specialty is homeopathic vials made by machines.

ILLINOIS GLASS Co., Alton, Ill., has issued a new folder of a packing innovation, showing the movie of a man and the new "se-be" tilter top box. It is worth looking at.

W. C. RITCHIE & Co., 833 West Van Buren street, Chicago, have issued a circular on the sales value of attractive packages, comparing the same to the rebuff of the bridegroom in overalls. The moral is that the cost of better clothes is negligible.

AMERICAN PATENT LAW ASSOCIATION, 614 Washington Loan & Trust Building, Washington, D. C., is distributing a 100-page pamphlet on "How the Stanley Bill (Senate 3,410) for compulsory license of patents imperils inventors, manufacturers, and the American patent system." Testimony before the House of Representatives Patent Committee in 1912 is quoted.

AMERICAN NON-PARTISAN SCIENTIFIC TARIFF COMMITTEE, 141 Broadway, New York, sends to us a pamphlet address by Julius Forstmann, of Passaic, chairman of the tariff committee of the New Jersey Manufacturers' Association, on "An American Non-Partisan Scientific Tariff Based on American Production and Conversion Costs." This is a new movement that is gaining strength and manufacturers interested will do well to send to Mr. Forstmann for copies of it. The slogan is: "Take the Tariff Out of Politics."

DIGEST OF COMMENTS ON THE U. S. P. AND N. F., for the year ending Dec. 31, 1919, prepared by A. G. DuMez, Division of Pharmacology, Hygienic Laboratory, U. S. Public Health Service, has just been issued as Hygienic Laboratory Bulletin No. 129, Government Printing Office. Dr. DuMez has done his work in excellent style, the present volume of 100 pages being more complete and comprehensive than any of its predecessors. Comments are quoted from the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, as well as from the pharmaceutical and other journals.

CHEMICAL PAPER MFG. Co., Holyoke, Mass., is sending out samples of paper for insert folders in five colors for use of advertisers which are being generally distributed by the company.

NEWSPAPER READING HABITS OF BUSINESS EXECUTIVES AND PROFESSIONAL MEN OF NEW YORK.—Prof. Richard B. Franken of New York University, contributing editor of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, in collaboration with Prof. George B. Hotchkiss, prepared this investigation into the reading habits of business and professional men in New York City, which has been published by the New York Tribune. The investigation has produced 20 tables of statistical matter and six pages of text.

"CORN OILS OBTAINED BY EXPELLER AND BENZOL EXTRACTION METHODS COMPARED."—Bulletin 1054, Department of Agriculture, Washington, D. C., is an interesting paper going fully into the subject, prepared by A. F. Sievers, chemical biologist, office of Drug, Poisonous and Oil Plant Investigations in the Bureau of Plant Industry. Comparatively few of our readers will care for the details and they should send to Washington for complete copies of this valuable paper.

"EDIBLE OIL, PREPARATION OF FROM CRUDE CORN OIL."—This is Bulletin 1010, of the Department of Agriculture and is a timely paper by Mr. Sievers, author of the Bulletin 1054, just mentioned in this column. We are printing the summary of Mr. Siever's conclusions elsewhere. Those in-

terested beyond that should send to Washington for a copy of this important contribution to literature on the subject.

TEST SHEET BOOKLET.—Polak & Schwarz, Zaandam, Holland, have issued in a pocket-sized booklet a package of absorbent paper suitable for testing odors in the laboratory or elsewhere. Each sheet is perforated so that convenient sized strips may be torn off for use. About 100 such test slips are in the package. The cover is gotten out with the usual exquisite taste in color shown in Polak & Schwarz advertising.

NEW INCORPORATIONS

(Our readers who may wish to take advantage of this department are advised that it is desirable to write, not send circulars, to more than one of the names mentioned in the incorporations. Except in the case of the incorporation of old firms the postal people may have no ready reference in the way of addresses of new business enterprises.)

J. Landowne Co., Brooklyn, N. Y., make perfume boxes, \$25,000 capital stock, has been incorporated by J. Landowne, J. Franks, C. Bloom. (Attorney, J. M. Schoenfeld, 299 Broadway.)

Linn Products Co., 125 Jefferson street, Chicago, \$35,000 capital stock and 600 shares of stock of no par value, to manufacture washing powders, soaps, dyestuffs, has been incorporated by Leon Hamburger, Robert White, Perrin C. Miller.

Klenall Manufacturing Co., Philadelphia, scouring compounds, \$100,000, has been incorporated for clients by the Corporation Guarantee and Trust Co.

Mar-Vel-O Manufacturing Corp., washing fluids, \$250,000 capital stock, has been incorporated by John T. McGovern, M. E. Nolan, M. E. Brause, New York. (Delaware Registration and Incorporators Co.)

Cornelius Schwarz Co., Manhattan Borough, New York City, make paper boxes, \$10,000 capital stock, has been incorporated by C. Schwarz, L. Pohl. (Attorney, W. A. David, 2 Rector street.)

N. Rieser Co., Manhattan Borough, New York City, hair nets and toilet articles, \$500,000 capital stock, has been incorporated by N. H. and T. F. Rieser, W. R. Kling. (Attorney, Stern & Reubens, 149 Broadway.)

IN MEMORIAM FOR DEPARTED FRIENDS.

ARMANT, DR. EDMUND S., perfumer and linguist, Binghamton, N. Y., May, 1915.

BALDWIN, BENSON D., a pioneer perfumer, Hill Crest, South Haven, Mich., May, 1917.

BRITTAIN, JOHN HART, hair tonics, New York, May, 1919.

BURGOYNE, JOHN, general manager of the Economy Soap Products Co., Dayton, Ohio, May, 1918.

DOLMAGE, ROBERT HENRY, soaps, Brooklyn, May, 1909.

DRAPER, GEORGE B., soap, Pawtucket, R. I., May, 1921.

FINN, ALFRED G., soap, Syracuse, N. Y., May, 1921.

FRENCH, WILL C., representative of Adolph Spiehler, Inc., Rochester, N. Y., May, 1920.

GALLET, CHARLES EDMOND, head of the perfumery house of Roger & Gallet, Paris, May, 1917.

HATHAWAY, CHARLES C., son of W. T. Hathaway, of Colgate & Co., New York, May, 1909.

HENDERSON, WILLIAM D., president Henderson Lithographing Co., Cincinnati, May, 1920.

HIGGINS, THOMAS C., soaps, Brooklyn, N. Y., May, 1909.

HINCHMAN, JOHN MARSHALL, of the Michigan Drug Co., Detroit, Mich., May, 1912.

LOGES, CARLOS, Weehawken Heights, N. J., James Pyle & Sons, founder of Pearline, May, 1912.

LOWREY, WM. W., vice-president of the Carr-Lowrey Glass Co., Baltimore and New York, May, 1915.

LYON, WHITNEY, head of tooth powder manufacturing firm of I. W. Lyon & Sons, New York, May, 1919.

MANN, JASON, soaps, Montague, Mass., May, 1917.

MITCHELL, JOHN R., head of J. R. Mitchell & Co., soap manufacturers, Brooklyn, N. Y., May, 1918.

PROCTER, HARLEY THOMAS, retired member of Procter & Gamble Co., Cincinnati, May, 1920.

QUACKENBUSH, HARRY W., general manager of the Globe Soap Co., Cincinnati, May, 1921.

RICHARDS, DANIEL, soaps, Woodstock, Ont., May, 1914.

RUECKERT, FRED E., vice-president White Metal Manufacturing Co., Hoboken, slain by burglar, May, 1920.

RYAN, HOADLEY, secretary and treasurer of the Ryan Soap Co., Cincinnati, Ohio, May, 1919.

SCHWARZ, LEOPOLD, founder and proprietor of Polak & Schwarz; Zaandam, Holland, May, 1920.

SELICK, CHARLES H., of Wood & Selick, bakers' and confectioners' supplies, New York, May, 1908.

SMITH, WILLIAM H., president of the Elsinore Co., Poughkeepsie, N. Y., May, 1917.

STONE, CLARENCE G., manager New York branch Lambert Pharmacal Co., St. Louis, Mt. Vernon, May, 1919.

STONE, I. FRANK, for ten years head of National Aniline & Chemical Co., New York, May, 1920.

WEST, SYLVESTER S., Abner Royce Co., Cleveland, O., former vice-president Manufacturing Perfumers' Association and active in the Flavoring Extract Manufacturers' Association, Cleveland, May, 1919.

WOOD, ALVAH ULYSSES, perfumer, Detroit, May, 1906.

Obituary Notes

John A. Forthmann, president of the Los Angeles Soap Co., died April 13, at the age of seventy-nine years. He was a native of Germany, having been born at Hollm, near Hamburg, in 1843. Mr. Forthmann located in San Francisco when fourteen years of age and went to Los Angeles in 1872. Two years later, with W. B. Bergin, he bought a soap factory which had been in operation since 1860. The business was conducted as a partnership until 1897, when it was incorporated under the present name. Mr. Forthmann was president of the company from that time until his death.

Simon Baer, president of the Compound Specialty Co., Long Island City, and long associated with George Borgfeldt & Co., Manhattan, died April 19, aged 54.

Mrs. Frances Hubbard Larkin, wife of John D. Larkin, soap manufacturer, of Buffalo, N. Y., died March 31, aged 69 years. Besides her husband, she is survived by five children: John D. Larkin, Jr., Harry H. Larkin, Mrs. Frances L. Esty and Mrs. Walter B. Robb of Buffalo, and Charles H. Larkin of California.

Emil V. Kohnstamm of H. Kohnstamm & Co., New York, died May 18 at Atlantic, N. J.

Text and Advertisements Liked

(Sheeran Drug Co., Wholesalers and Manufacturers, New Lexington, Ohio)

Our firm has recently become a subscriber to your valuable publication and enjoy the same greatly on account of the different valuable articles contained therein, and also, the advertisements of firms with whom we have more or less business.

PATENTS AND TRADE-MARKS

 P191372	 P191378	 P191379	 P191380	 P191381	 P191382	 P191383	 P191384
 P191377	 P191376	 P191375	 P191374	 P191373	 P191372	 P191371	 P191370
 P191371	 P191370	 P191369	 P191368	 P191367	 P191366	 P191365	 P191364
 P191363	 P191362	 P191361	 P191360	 P191359	 P191358	 P191357	 P191356
 P191355	 P191354	 P191353	 P191352	 P191351	 P191350	 P191349	 P191348
 P191347	 P191346	 P191345	 P191344	 P191343	 P191342	 P191341	 P191340
 P191339	 P191338	 P191337	 P191336	 P191335	 P191334	 P191333	 P191332
 P191331	 P191330	 P191329	 P191328	 P191327	 P191326	 P191325	 P191324
 P191323	 P191322	 P191321	 P191320	 P191319	 P191318	 P191317	 P191316
 P191315	 P191314	 P191313	 P191312	 P191311	 P191310	 P191309	 P191308
 P191307	 P191306	 P191305	 P191304	 P191303	 P191302	 P191301	 P191300

NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

The Designs Patented are those whose numbers are preceded by "D." Inventions Patented are designated by the letter "P."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT.,
Perfumer Pub. Co. 14 Cliff St., New York.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

124,556.—Taylor and Atkinson, Washington, D. C. (Filed Nov. 4, 1919. Used since July 15, 1919.)—Soap.

136,437.—John B. Shenk, Philadelphia, Pa. (Filed Aug. 24, 1920. Used since April 23, 1915.)—Tooth Wash, Benzo-Glycerine Skin Lotion, and Hair Tonic.

136,659.—Aktiengesellschaft für Chemische Produkte vormals H. Scheidemann, Berlin Germany. (Filed Aug. 30, 1920. Used since December, 1919.)—Cosmetics for Producing the growth of Human Hair.

138,908.—Leon Herrgott, Paris, France. (Filed Oct. 28, 1920. Used since April 29, 1909.)—Perfumery.

138,909.—Leon Herrgott, Paris, France. (Filed Oct. 28, 1920. Used since April 29, 1909.)—Perfumery.

138,928.—C. A. Stuart, Kansas City, Mo. (Filed Oct. 28, 1920. Used since Oct. 20, 1920.)—Liquid Massage Preparation Used as a Substitute for Alcohol in Rubbing or Massaging Operations and also a Preparation for a Hair Tonic and Skin Lotion.

142,286.—Walter John Ferguson, New York, N. Y. (Filed Jan. 13, 1921. Used since Dec. 7, 1920.)—Depilatories.

- 145,549.—Colgate & Co., Jersey City, N. J. (Filed April, 1921. Used since Oct. 16, 1921)—Soaps.
- 146,349.—Worden Grocer Company, Grand Rapids, Mich. (Filed April 18, 1921. Used since Feb. 2, 1921.)—Lemon and Vanilla Extract.
- 147,411.—Colonial Dames Beautifier Company, Los Angeles, Cal. (Filed May 9, 1921. Used since December, 1914.)—Beautifier (Paste Form), Rouge, Shampoo, Hair Tonic, Depilatory, Eyebrow Pencil.
- 147,673.—Mucine Products Company, Chicago, Ill. (Filed May 13, 1921. Used since Dec. 2, 1920.)—Embrocations Known as Spinal Massage Creams.
- 149,153.—Seven Spas Soap Proprietary Co., Ltd., London, England. (Filed June 14, 1921. Used since May 4, 1920.)—Antirheumatic Medicated Soap for Human Use.
- 150,409.—The Rossville Company, Lawrenceburg, Ind. (Filed July 15, 1921. Used since July 1, 1921.)—Liniment—That is, an Alcoholic Rub to be Used Externally After Bathing and for External Use in Bathing, Sprains, or Rheumatism, Neuralgia, Sickness, and as a Counterirritant and Generally for All Uses for Which Pure Alcohol Would be Used as an External Rub.
- 151,989.—Daniel Jaquet, trading as Parfums Fontanis, Neuilly sur Seine, Paris, France. (Filed Aug. 20, 1921. Used since April 1, 1920.)—Toilet Preparations—Namely, Perfumery Extract, Toilet Water, Face Powder, Sachet Powder, Skin Lotion, Vegetale Eau de Cologne, Hair Dressing, Talcum Powder, Eau Dentifrice, and Rouge.
- 152,040.—Russell A. Schirmer, doing business as R. A. Schirmer & Co., Cincinnati, Ohio. (Filed Aug. 22, 1921. Used since on or about May 2, 1921.)—Face Powder, Talcum Powder, Rouge, Face Cream, Vanishing Cream, Lip Sticks, Dental Cream, and Depilatory.
- 152,057.—Allison-Bedford Co., Chicago, Ill. (Filed Aug. 23, 1921. Used since Jan. 15, 1920.)—Flavoring Extracts and Flavors for Food Purposes.
- 152,269.—Raffaele Martorelli, New York, N. Y. (Filed Aug. 27, 1921. Used since Aug. 8, 1921.)—Olive Oil.
- 152,293.—Mary Lizzie Whitfield, trading as Madame D. W. Whitfield, Americus, Ga. (Filed Aug. 27, 1921. Used since March 6, 1921.)—Preparation for the Scalp to be Used as a Tonic and for Promoting the Growth of Hair.
- 152,755.—Daniel Jaquet, trading as Parfums Fontanis, Paris, France. (Filed Sept. 9, 1921. Used since April 1, 1920.)—Toilet Preparations—Namely, Perfumery Extract, Toilet Water, Face Powder, Sachet Powder, Skin Lotion Vegetale, Eau de Cologne, Hair Dressing, Talcum Powder, Eau de Dentifrice, and Rouge.
- 152,782.—Marcel Bailly, Paris, France. (Filed Sept. 10, 1921. Used since July 1, 1921.)—Soap.
- 153,306.—Life Saver Soap Works of America, Chicago, Ill. (Filed Sept. 24, 1921. Used since July 15, 1921.)—Toilet Soap.
- 153,693.—A. J. Richardson, Crafton Borough, Pa. (Filed Oct. 3, 1921. Used since Aug. 10, 1921.)—Preparation for the Removal of Superfluous Hair.
- 154,283.—Charles C. Oliver, doing business as Oliver-Eaton Co., Montclair, N. J. (Filed Oct. 18, 1921. Used since May 1, 1904.)—Toilet Preparations—viz., Lime and Almond Cream, Liquid Hair Tonic, Shampoo, Massage Cream, and Ointment for the Treatment of Scalp and Skin Diseases, Burns, Scalds, and Sores of Any Kind.
- 154,288.—Emilio Fernandez Travieso, New York, N. Y. (Filed Oct. 18, 1921. Used since Oct. 1, 1921.)—Soap Flakes.
- 154,373.—The Medcraft Company, Cleveland, Ohio. (Filed Oct. 20, 1921. Used since on or about Sept. 15, 1921.)—Soap.
- 154,531.—G. Rossano & Bro., New York, N. Y. (Filed Oct. 3, 1921. Used since Aug. 10, 1921.)—Preparation for
- 154,663.—D. G. Reeder, doing business as Reeder Manufacturing Company, Atlanta, Ga. (Filed Oct. 27, 1921. Used since Sept. 27, 1921.)—Antiseptic Deodorant Powder.
- 155,013.—George Borgfeldt & Co., New York, N. Y. (Filed Nov. 4, 1921. Used since Oct. 15, 1921.)—Toilet Soap.
- 155,287.—White-Dove Laboratories, New York, N. Y. (Filed Nov. 10, 1921. Used since Oct. 19, 1921.)—Olive Oil.
- 155,360.—Northern Jobbing Company, Chicago, Ill. (Filed Nov. 14, 1921. Used since Jan. 1, 1915.)—Soap
- Flakes, Antiseptic Cleansing Powder, White Naptha Soap, Olive-Oil Skin Soap, Hard-Water Castile Soap, Tar Soap, and Transparent Glycerine Soap.
- 155,414.—John E. Marriott, Latrobe, Pa. (Filed Nov. 15, 1921. Used since Sept. 15, 1921.)—Medicines for Medical Treatments of Sore Gums, Bleeding Gums and Toothache, and for Tooth-Paste Plain, Tooth-Paste Medicated, and Mouth-Washes.
- 155,592.—Bauer & Black, Chicago, Ill. (Filed Nov. 19, 1921. Used since Nov. 1, 1921.)—Talcum Powder.
- 155,632.—Emmett Powers, trading as Joon Perfumery Company, Denver, Colo. (Filed Nov. 19, 1921. Used since Oct. 29, 1921.)—Toilet Preparations—Namely, Toilet Creams, Toilet Lotions, Shampoos, Hair Rinses, Complexion Packs, and Wrinkle Plastics.
- 155,736.—Concentrated Products Corporation, Carlstadt, N. J., and New York, N. Y. (Filed Nov. 22, 1922. Used since Jan. 15, 1921.)—Shampoo Compound.
- 155,799.—A. Bourjois & Co., Inc., New York, N. Y. (Filed Nov. 28, 1921. Used since January, 1914.)—Toilet Powders, and Compacts.
- 155,818.—Louis Lucas Company, Inc., Jamestown, N. Y. (Filed Nov. 23, 1921. Used since Feb. 16, 1918.)—Aromatic Incense.
- 155,832.—Charles F. Root, New York, N. Y. (Filed Nov. 23, 1921. Used since Aug. 1, 1921.)—Lotion for Dressing the Hair.
- 155,883.—Joseph Herman, New York, N. Y. (Filed Nov. 25, 1921. Used since Oct. 1, 1921.)—Perfumes and Toilet Water.
- 155,991.—Cheramy, Incorporated, New York, N. Y. (Filed Nov. 28, 1921. Used since Oct. 1, 1921.)—Toilet Soap.
- 156,024.—Societe La France Toilet Goods Co., Inc., New York, N. Y. (Filed Nov. 28, 1921. Used since June, 1921.)—Toilet Preparations for Skin Treatment—Namely, Creams, Perfumes, Smelling Salt and Bath Salt.
- 156,069.—Solomon Neiman, trading as the Essen Perfumery Company, New York, N. Y. (Filed Nov. 25, 1921. Used since July 5, 1917.)—Astringent, Hair Tonic, Oily-Hair Tonic, Liquid Hand Cream, Gray-Hair Color Restorer, Liquid Complexion Powder, Skin Lotion, Skin Tonic, Shampoo, Liquid Perspiration Deodorizer, Rolling Massage Cream, Freckle Cream, Liquid Rouge, Powder for Removing Superfluous Hair; Cleansing Cream (Cold Cream), Cream for Wrinkles, Whitening Cream, Brillian-tine, Greaseless Cream, Perspiration Deodorizer Paste, Complexion Powder, Compact Natural Rouge, Compact Face Powder, Tissue Cream, Muscle Oil, Toilet Powder, Sachet Powder, Talc.
- 156,118.—Alice Thompson, San Francisco, Cal. (Filed Nov. 30, 1921. Used since Feb. 1, 1917.)—Face Bleach, Building Astringent, Powder Used as a Foot Ease, Rouge, Face Powder, Bath Powder, and Face Cream.
- 156,146.—Severino Caporale, and doing business as the Balbia Chemical Mfg. Co., Philadelphia, Pa. (Filed Dec. 1, 1921. Used since about Nov. 28, 1921.)—Hair Tonic.
- 156,214.—Henty Cohrs, Hanover, Germany. (Filed Dec. 3, 1921. Used since Feb. 25, 1921.)—Pharmaceutical Preparation Used Internally for Promoting the Growth of Hair.
- 156,217.—Carmela Nieto de Herrera e Hijos, Habana, Cuba, and New York, N. Y. (Filed Dec. 3, 1921. Used since July 1, 1921.)—Perfumes, Toilet Water, Toilet Powders, Lotions, Rouges, Face Creams, Face Bleaches, Hair Dye and Depilatories.
- 156,353.—Irving Berkenfield, trading as the Field Laboratories, Erie, Pa. (Filed Dec. 7, 1921. Used since February, 1920.)—Food-Flavoring Extracts, Spices and Sauces.
- 156,419.—Sears, Roebuck & Co., Chicago, Ill. (Filed Dec. 7, 1921. Used since 1916.)—Tooth Paste.
- 156,553.—S. Robert Schwartz & Bro., New York, N. Y. (Filed Dec. 10, 1921. Used since about Dec. 5, 1921.)—Lye.
- 156,932.—Southern Olive Oil Co., Inc., New York, N. Y. (Filed Dec. 19, 1921. Used since July 1, 1921.)—Olive Oil.
- 156,952.—A. Bourjois & Co., Inc., New York, N. Y. (Filed Dec. 20, 1921. Used since Sept. 16, 1909.)—Soaps.
- 157,011.—Sydney F. Westheimer, trading as Blush-on Company of America, Baltimore, Md. (Filed Dec. 21, 1921. Used since Nov. 25, 1921.)—A Toilet Preparation for Treating the Skin Consisting of a Cloth Chemically

Treated so that in Rubbing it Upon the Skin a Rosy Tint is Produced.

157,023.—Cheramy, Incorporated, New York, N. Y. (Filed Dec. 22, 1921. Used since Nov. 10, 1921.)—Perfume, Toilet Water, Face Lotion, Face Powder, Rouge, Sachet, Brilliantine, and Talcum Powder.

157,056.—Complexion Products Co., New York, N. Y. (Filed Dec. 23, 1921. Used since Nov. 15, 1921.)—Liquid Chemical Preparation for Use in Making Face Powder Adhere to the Skin.

157,168.—Neo Products Co., Portland, Ore. (Filed Dec. 27, 1921. Used since June 1, 1921.)—Powdered Cleaner for False Teeth.

157,241.—United Chemical Products Company, Los Angeles, Cal. (Filed Dec. 28, 1921. Used since April 7, 1921.)—Washing Compound.

157,290.—Williams & Frederick, Inc., New York, N. Y. (Filed Dec. 29, 1921. Used since Oct. 20, 1921.)—Toilet Preparations—viz. Nail-Polish Liquid, Astringent Face Mask, Cuticle Remover, Liquid Rouge, Hair Whitener, Brilliantine, Nail White, Acme Cream, Acme Lotion, Skin Bleach, Bleach and Freckle Cream, Special Tissue Builder, Nail-Polish Paste, Cleansing Cream, Vanishing Cream, Curling Fluid, Cuticle Cream, Scalp Lotion, Almond Lotion, Hair Color Restorer, Astringent Tonic, and Face Lotion.

157,296.—John J. Blackman, doing business as Pepsol Company, Atlantic City, N. J. (Filed Dec. 21, 1921. Used since Oct. 10, 1921.)—Tooth Paste.

157,321.—Julius W. Lyon & Co., New York, N. Y. (Filed Dec. 30, 1921. Used since Nov. 25, 1921.)—Essential Oils Suitable for the Production of Perfumes, and Synthetic and Aromatic Chemicals Suitable for Perfuming Purposes.

157,471.—Barrington Manufacturing Corporation, Dover, Del., and Mt. Vernon, N. Y. (Filed Jan. 4, 1922. Used since Nov. 12, 1921.)—Washing Compound.

157,474.—Conner & Walters Co., Inc., Charlotte, N. C. (Filed Jan. 4, 1922. Used since Nov. 29, 1921.)—Medicated Toilet Preparation for the Treatment of the Hair and Scalp.

157,479.—Rene Eyben, doing business under name and style of Huiarvis, New York, N. Y. (Filed Jan. 4, 1922. Used since Feb. 11, 1921.)—Perfumes.

157,496.—R. H. Macy & Co., Inc., New York, N. Y. (Filed Jan. 4, 1922. Used since Dec. 29, 1921.)—Lotions.

157,532.—The Pepsodent Co., Chicago, Ill. (Filed Jan. 5, 1922. Used since May 6, 1915.)—Dentifrices.

157,571.—Houbigant, Inc., New York, N. Y. (Filed Jan. 6, 1922. Used since Dec. 30, 1921.)—Perfume Extract and Toilet Water.

157,597.—Samuel Bernstein, doing business as Reliable Household Specialties Manufacturing Company, New York, N. Y. (Filed Jan. 7, 1922. Used since Dec. 1, 1921.)—Washing Compounds in Powder, Tablets, or Paste Form.

157,782.—V. Vivaudou, Inc., New York, N. Y. (Filed Jan. 11, 1922. Used since January, 1918.)—Soaps, Shaving Creams in the Form of a Soft Paste, Shaving Powders in the Form of Powdered Soap, and Shaving Sticks.

157,929.—H. Kohnstamm & Co., New York, N. Y. (Filed Jan. 14, 1922. Used since December, 1901.)—Soap.

158,125.—Jennings-Sherry Company, Los Angeles, Cal. (Filed Jan. 19, 1922. Used since Oct. 1, 1921.)—Cleansers, Toilet and Laundry Soaps—Namely, Cocoa Almond Soap, Liquid Soap, Automobile Soap, Green Oil Soap, Soap Powder, Metal Polish, and Transparent Soap.

158,141.—Alexander Papazian, New York, N. Y. (Filed Jan. 19, 1922. Used since Dec. 15, 1921.)—Soaps.

158,148.—Rolly Chemical Company, Hastings, Neb. (Filed Jan. 19, 1922. Used since March 1, 1921.)—Chemical Dirt Solvent in the Nature of a Washing Powder.

158,392.—Adda E. Hyatt, doing business as Hyatt & Co., Anderson, Ind. (Filed Jan. 24, 1922. Used since July 1, 1921.)—Hair Invigorator and Tonic.

158,604.—The Davies-Young Soap Company, Dayton, Ohio. (Filed Jan. 30, 1922. Used since about 1905.)—Green Soap, Potash Soap, Base Soap, Vegetable-Oil Soap, Pine-Oil Disinfectant Soap, Dry-Cleaning Soap, and Oil Soap Cleanser.

158,748.—A. Bourjois & Co., Inc., New York, N. Y. (Filed Feb. 2, 1922. Used since April 20, 1921.)—Soaps.

158,791.—Thomas J. Newlyn, doing business as the Beautypeel Cosmetic Co., El Paso, Tex. (Filed Feb. 2, 1922. Used since December, 1918.)—Cosmetic Lotion for Beautifying the Skin and Eradicating Blemishes Thereof.

158,828.—Andrew B. Flagg, trading as Flagg & Mowry, North Attleboro, Mass. (Filed Feb. 3, 1922. Used since Jan. 2, 1922.)—Vanity Cases.

159,133.—W. & H. Walker, Inc., Pittsburgh, Pa. (Filed Feb. 6, 1922. Used since June 1, 1919.)—Soap.

TRADE-MARK REGISTRATIONS GRANTED

(Act of March 19, 1920.)

154,434.—A. Buonocore & Son, New York, N. Y. (Filed Nov. 4, 1921. Serial No. 155,012. Used since about June, 1918.)—Olive Oil.

154,832.—Axel T. Lindberg, Providence, R. I. (Filed Nov. 25, 1921. Serial No. 155,897. Used since May, 1920.)—Soap Powder.

INVENTIONS PATENTED

1,412,937. Manufacture of Thymol. Fritz Günther, Ludwigshafen-on-the-Rhine, Germany, assignor to Badische Anilin- & Soda-Fabrik, Ludwigshafen-on-the-Rhine, Germany, a Corporation of Germany. Filed Aug. 19, 1921. Serial No. 493,713. 3 Claims. (Cl. 23—24.)

1. The process of manufacturing thymol synthetically which consists in treating sulfonated meta-cresol with isopropyl-alcohol and strong sulphuric acid, then splitting off the sulfonic group.

1,413,772. Bottle-Filling Apparatus. Henry J. Paulsen, Los Angeles, Calif. Filed July 6, 1920. Serial No. 394,342. 6 Claims. (Cl. 226—116.)

1. A filling apparatus comprising a filling head having a chamber formed therein, a cushion on the bottom of said head arranged to receive the mouth of a bottle, said cushion having an opening therein, said bottom of the filling head having an opening therein corresponding with the opening in the cushion, a liquid conductor extending through the side wall of said head into said chamber consisting of a single pipe, a nozzle formed on the inner end of said conductor consisting of an extension on said pipe at right angles thereto extending downwardly through the opening in the bottom of said head and the opening in said cushion, said nozzle having longitudinally extending grooves formed in the outer face of said nozzle forming air passages between said chamber and the bottle to be filled, a check valve in said liquid conductor, an air conductor connected to said head in open communication with the chamber in said head, and means for exhausting the air in said chamber through said air conductor.

1,413,795. Bottle-Labeling Machine. Frederick L. Sheller, Salem, Va., assignor to International Filler Corporation, Petersburg, Va., a Corporation of Virginia. Filed Mar. 14, 1918. Serial No. 222,438. 92 Claims. (Cl. 216—55.)

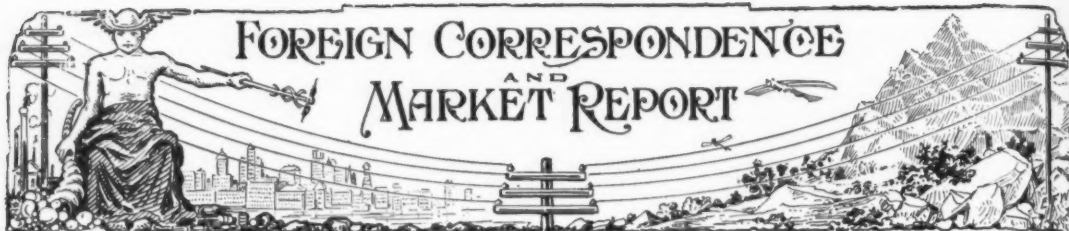
7. A labeling machine embodying opposite paste applying means adjustable toward and away from one another, opposite label applying means adjustable with said paste applying means, opposite means for ironing the labels and drying the paste, and means for conveying objects between said means in succession.

1,413,797. Bottle-Filling Apparatus. Frederick L. Sheller, Petersburg, Va., assignor to International Filler Corporation, Petersburg, Va., a Corporation of Virginia. Filed Mar. 26, 1921. Serial No. 455,846. 11 Claims. (Cl. 226—116.)

1. A filler device having air suction and liquid conduits with nozzles at the ends thereof, one nozzle being within the other and projecting therefrom to enter a restricted portion of a bottle neck, and the other nozzle having a projecting free flexible portion spaced from the inner nozzle and capable of being expanded over a bottle neck or to be pushed into and compressed within the tapered cavity of a bottle neck.

1,413,870. Apparatus for the Manufacture of Soap. Lewis A. Paley, Manhasset, N. Y., assignor to Paley Engineering Company, New York, N. Y., a Corporation of Delaware. Filed Apr. 1, 1920. Serial No. 370,441. 68 Claims. (Cl. 18—26.)

(Continued on page 140)



FOREIGN CORRESPONDENCE AND MARKET REPORT

DOMINICAN REPUBLIC

INTERNAL STAMP TAX.—On March 1, a stamp tax varying from 5 to 20 per cent to be collected on retail sales of patent medicines, toilet soap, perfumery, and on all kinds of alcoholic drinks became effective.

FRANCE

REMOVAL OF EXPORT RESTRICTION ON METHYL ALCOHOL AND ACETONE.—According to an announcement by the French Ministry of Finance in the *Journal Officiel* for April 8, 1922, crude methyl alcohol (methylene), rectified methyl alcohol and acetone may be exported and re-exported without special authorization.

PEPPERMINT PESTS.—M. Zacharewicz, Director of Agriculture for the Vaucluse District, announces that the first crop of peppermint, which is gathered in July, may be harmed by a small pest, *Haltica oleracea*, which pierces the leaves and stops growth. The larva, too, is harmful and devours the young shoots of the plant. The pest can be carried on the sole of the boot; to prevent spreading it by this means the sole is immersed in a solution of 100 grams of sulphocarbonate of potassium dissolved in 100 litres of water.

GERMANY

GERMAN CHEMICAL DIVIDENDS.—The following dividends have been declared by German chemical factories, the figures in parentheses indicating the dividend paid in the preceding year: Badische Anilin und Sodafabriken, Ludwigshafen-on-Rhine, 30 per cent.—Farbenfabriken, formerly Friedr. Bayer & Co., in Leverkusen: this firm realised a gross profit of 201,425,146m., against 99,682,677m., in the preceding year. The dividend for the last year amounts to 30 per cent (20 per cent).—Chemische Fabrik Griesheim-Elektron in Frankfurt-on-Main: 27 per cent (16 per cent).—Farbwerke formerly Meister Lucius & Brüning in Höchst-on-Main: the net profits amounted to 175,800,000m., against 64,540,000m. in the previous year, a dividend of 30 per cent (20 per cent) is declared.—Chemische Fabrik Heyden in Radebeul, near Dresden: 36 per cent, in addition to 7 per cent on the preference shares (16 per cent + 10 per cent). The capital is to be increased by 28,000,000m., to 70,000,000m.—Aktien-Gesellschaft für Anilinfabrikation in Berlin: 30 per cent (20 per cent).—Chemische Fabriken, formerly Weiler-ter-Meer in Uerdingen: 25 per cent (15 per cent).

GREECE

OLIVE-OIL OUTPUT.—Official figures of the olive-oil production of Greece for the 1921-22 season give the total as 11,-

(Continued on page 140)

THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

Expanding seasonable buying of essential oil products by bakers, confectioners, manufacturers of summer drinks as well as bottlers and ice cream manufacturers is hailed with keen satisfaction in circles which have heretofore reported, but an irregular and spasmodic demand. The tendency of most foreign productions has been upwards. There has been widespread buying of West Indian orange oil at prices ranging from \$2.65 to \$2.75 a pound, while limes expressed has advanced fully \$1 co-incident with the heavy purchasing movement seen here over the past few weeks. Altogether there is much more confidence in the price basis of domestic productions than there is in foreign products. The tariff bill is only making slow progress through the Senate to be sure, and an all-summer fight is promised. Practically everybody can find something the matter with the tariff bill. Agents for foreign producers of essential oils point out that in addition to ruining their American markets it will needlessly raise prices to several times pre-war levels. One method of drawing the teeth out of the tariff proposition was suggested, which provides that essential oils not competing with American goods and used as a basis for numerous isolates and derivatives recently made dutiable by the Senate Finance Committee shall be returned to the free list as in the Fordney Bill which passed the House.

Such readjustments as have come under review during the period have generally been based on supply and demand considerations, probable tariff changes being a sort of secondary consideration. Basic products are described as pursuing a steady course. Lemon, orange, ginger and birch are meeting seasonable buying. As low as 75 cents has been done on lemon as shipment prices have been cabled around a basis of 65 to 72 cents a pound. The unabated buying of West Indian orange oil from manufacturers of summer drinks has imparted a strong tone to that product, while the Italian oil has been held around a level of \$3.35@3.50 a pound, with demand more or less steady. The news from abroad regarding bergamot appears to be bullish, so that sellers here maintained schedules around a basis of \$4.75@5 a pound. The 30 per cent protective tariff in the proposed revenue bill on citrus oils, including lemon and orange, should enable California producers to compete successfully with the Sicilian product.

Some of the floral products have prompted close attention by reason of the price cutting tactics adopted by some sellers. Bourbon geranium has been peddled promiscuously as "African." Importers say that African geranium costs not less than \$7 to lay down here as stocks both here and in producing countries are deplorably small and prices are not being shaded in the least. Soap makers are also agitating the question of lavender since it appears that French and German producers differ radically in their methods of quoting. Some hold that lavender containing 32 to 33 per cent ester is not obtainable under \$4.50, although as low as \$3.25 is quoted. Lavender "barreme" testing up to 50 per cent ester is meeting with a good demand from soapers at up to \$5.75@6 a pound. As the result of the elimination of weak holders of oil of rose, spot material has been more firmly held at \$8 an ounce.

There is great potential strength in a large number of domestic productions, particularly such items as hemlock.

(Continued on page 140)

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice because of the present unstable conditions.)

(See last page of Soap Section for Prices on Soap Materials.)

ESSENTIAL OILS

Almond, Bitter, per lb....	\$5.25-5.50
Almond, S. P. A.....	5.50-7.00
Almond F. F. C. "art"....	1.90-2.25
Almond, Sweet True.....	.52-.55
Almond, Peach Kernel....	.26-.30
Amber, crude.....	1.05-
Amber, Rectified.....	1.40-
Amyris balsamifera.....	4.25-
Anise.....	.65-
Aspic (spike) Spanish....	.95-1.20
French.....	1.50-1.75
Bay, Porto Rico.....	2.50-
West Indies.....	2.50-
Bergamot, 35-36 per cent..	4.75-5.25
Birch (sweet).....	2.00-2.10
Birchar, Crude.....	2.00-
Birchar, Rectified.....	3.00-
Bois de Rose, Femelle.....	3.25-3.50
Cade.....	.55-
Cajeput, Native.....	.75-
Calamus.....	5.25-
Camphor, Jap. "white"....	.22-.26
Cananga, Java.....	3.00-
Cananga, Java, Rectified..	4.00-4.25
Caraway Seed.....	2.50-
Cardamon, Ceylon.....	20.00-
Carvol.....	4.00-
Cassia, Redistilled, U. S. P....	1.75-2.00
Cedar Leaf.....	.80-1.05
Cedar Wood.....	.30-.33
Celery.....	10.00-12.00
Cinnamon, Ceylon.....	17.50-18.00
Citronella, Ceylon.....	.55-.56
Citronella, Java.....	.75-
Cloves, Bourbon.....	2.25-2.40
Cloves, Zanzibar.....	2.15-2.20
Copaiba.....	.50-.55
Coriander.....	9.50-11.00
Croton.....	1.15-
Cubeb.....	6.75-7.00
Cumin.....	4.75-5.00
Dillseed.....	4.25-
Erigeron.....	2.00-
Eucalyptus, Aus. 70%....	.40-.45
Fennel, Sweet.....	1.85-
Geranium, African.....	6.25-9.00
Geranium, Bourbon.....	5.75-6.00
Geranium, Turkish (palma rosa).....	4.50-
Ginger.....	5.75-
Gingergrass.....	3.25-
Guaiac (Wood).....	5.25-
Heralock.....	1.20-
Juniper Berries, Rectified..	2.25-
Lavender, English.....	- 32.00
Lavender, U. S. P. "IX"....	3.25-4.75
Lavender, U. S. P. "VIII"...	3.00-
Lemon.....	.83-.90
Lemongrass.....	1.15-
Limes, distilled.....	.55-.60
Limes, expressed.....	3.25-3.50
Linaloe.....	2.75-
Mace, distilled.....	1.15-1.25
Mirbane.....	.16-
Mustard, genuine.....	18.00-24.00
Mustard, artificial.....	3.30-3.50
Neroli, Bigarde, Petale Ex.....	-340.00
Neroli, Bigarde.....	-300.00
Neroli, Italian.....	120.00-135.00
Nutmeg.....	1.15-
Oponox.....	-
Orange, bitter.....	2.30-2.50

Orange, sweet, West Indies	2.70-2.80	Ethyl Cinnamate.....	5.50-
Orange, sweet, Italian....	3.25-3.40	Eucalyptol.....	.85-
Origanum, imitation.....	.25-.40	Eugenol.....	3.25-4.25
Orris Root, concrete, for- eign..... (oz.)	4.50-	Geraniol, domestic.....	- 3.00
Orris Root, concrete do- mestic..... (oz.)	4.50-	Geraniol, foreign.....	3.25-
Orris Root, absolute (oz.)	57.00-	Geranyl-Acetate.....	5.50-
Parsley.....	3.50-	Heliotropin, domestic....	2.75-3.00
Patchouly.....	10.50-	Indol, C. P. (oz.)	9.00-
Pennyroyal, American....	2.15-2.40	Iso-Butyl-Salicylate.....	nominal
Pennyroyal, French.....	1.35-1.60	Linalool.....	5.50-
Peppermint.....	1.85-2.00	Linalyl Acetate.....	6.00-
Peppermint, redistilled...	2.10-2.20	Linalyl Benzoate.....	nominal
Petit Grain, So. American	2.00-2.10	Methyl Anthranilate.....	4.00-
Petit Grain, French.....	8.00-10.00	Methyl Cinnamate.....	5.00-5.50
Pimento.....	2.20-	Methyl Heptenone.....	9.00-
Pine Needles, from Pinus Sylvestris.....	2.00-	Methyl Heptene Carbon...	80.00-90.00
Rose, Bulgaria..... (oz.)	8.00-	Methyl Paracresol.....	12.50-15.00
Rose, Turkish.....	8.00-	Methyl Salicylate.....	.37-.40
Rosemary, French... (lb.)	.60-.70	Musk Ambrette.....	12.00-14.00
Rosemary, Spanish.....	.50-	Musk Ketone.....	10.00-
Rue.....	- 4.00	Musk Xylene.....	2.50-2.75
Sage.....	- 4.75	Nonylic Alcohol.....	nominal
Sandalwood, East India...	7.25-7.50	Phenylacetaldehyde.....	8.50-9.00
Sassafras, artificial.....	.48-.55	Phenylethyl Alcohol.....	6.50-
Sassafras, natural.....	1.00-	Phenylacetic Acid.....	3.50-4.50
Savin, French.....	4.10-4.25	Rhodinol, domestic.....	- 18.00
Snake Root.....	17.50-	Rhodinol, foreign.....	- 20.00
Spearmint.....	3.00-3.25	Safrol.....	.60-.65
Spruce.....	.90-1.20	Skatol, C. P. (oz.)	- 57.00
Tansy.....	9.50-12.00	Terpineol, C. P., domestic	.50-
Thyme, French, red.....	1.25-	Terpineol, C. P., imported	.50-.55
Thyme, French, white....	1.40-	Terpinyl Acetate.....	1.75-2.00
Thyme, Spanish, red.....	- 1.40	Thymol.....	4.50-
Vetivert, Bourbon.....	5.25-6.00	Violet, artificial.....	- 8.00
East India.....	30.00-	Vanillin.....	.50-.55

BEANS

Tonka Beans, Para.....	.95-1.00
Tonka Beans, Angostura...	1.35-1.40
Vanilla Beans, Mexican...	9.00-14.00
Vanilla Beans, cut.....	7.50-8.00
Vanilla Beans, Bourbon whole.....	3.00-3.75
Vanilla Beans, Bourbon cut.....	3.00-3.75
Vanilla Beans, Tahiti yel- low label.....	2.25-
White label.....	2.50-

SUNDRIES

Alcohol cologne spirits gal- lon.....	4.75-4.90
*Ambergris, black... (oz.)	8.00-12.00
Ambergris, gray.....	25.00-28.00
Chalk, precipitated.....	.03-.05
Civet horns..... (oz.)	3.00-
Lanolin hydrous.....	.10-.12
Lanolin anhydrous.....	.15-.17
Menthol.....	6.00-6.25
Musk, Cab., pods... (oz.)	6.50-6.75
Musk, Cab., grains... (oz.)	6.50-6.75
Musk, Tonquin, grains (oz.).....	38.00-40.00
Musk, Tonquin, pods (oz.)	25.00-26.00
Orris Root, Florentine, whole.....	.09-.10
Orris Root, powdered and gran.....	.14-.16
Rice Starch.....	.12-.16
Talc, Italian..... (ton)	45.00-60.00
Talc, French..... (ton)	22.50-50.00
Talc, domestic..... (ton)	18.00-40.00

*Nominal.

THE MARKET

(Continued from page 138)

spruce, cedar, cassias, peppermint, spearmint, expressed limes and wormwood. Unloading of wormseed by primary market factors in the South before the new crop becomes available has made for easier conditions in that oil. As low as \$4 has been quoted out on wintergreen, genuine gaultheria, despite the claims of a well known dealer that it costs from \$7 up to distill the oil under present conditions.

The most striking downward revisions during the interval have been in bergamot, sweet birch, celery, distilled limes, Spanish rosemary, East Indian sandalwood, wintergreen genuine gaultheria, and wormseed, while the following have advanced; Almonds, West Indian bay, bois de rose femelle, redistilled cassias, coriander, Turkish geraniums, expressed limes, foreign and domestic concrete, orris root, spearmint and tansy. While price changes appear numerous the undertone of the market has been basically firm with good consuming inquiry noted at these levels.

Aromatic Chemicals

Despite the practical assurance that the tariff bill will be railroaded through the Senate some time during the summer months, users of foreign aromatics have displayed no undue haste to cover in prior to its possible passage. In fact, there have been more declines than advances during the period covered by this review, which tends to illustrate the relative degree of independence of foreign manufacture which we have now attained in most aromatic chemical productions. Declines have been seen in amyl-salicylate, benzyl-alcohol, coumarin, eucalyptol, and terpineol. Such standard products as vanillin and coumarin, which comply with all the requirements of the pure food laws have enjoyed a wide demand from bottlers and ice cream manufacturers. Despite a moderate increase in the buying of vanillin, which is being substituted to some extent for Mexican vanilla beans in view of the high prices ruling for the latter, the principal producers are quoting 50 cents in 100 ounce lots, keen competition among manufacturers being responsible for the cut. Phenyl acetaldehyde extensively used in soaps because of its honey like odor has met fair trade buying at around \$8.50@9 a pound, while the various artificial violets have been taken in increasing quantities by consumers. Methyl salicylate met fair trade buying at prices ranging from 33 to 37 cents a pound, while citronellol moved in a fairly active way at \$12. The various lilac bases, including terpineol and other case products required for compounding special bouquets met good trade buying. Products used in the preparation of low cost deodorizers for theatres, halls, etc., also met good demand.

A resume of the more important price changes shows materially lower prices for benzyl alcohol, bromostyrol, eugenol, foreign geraniol, phenylethyl alcohol, phenylacetic acid, and thymol, while upward revisions have been scored in domestic benzyl acetate and methyl-salicylate.

Natural Perfumery Products

With the larger consumers over the country in possession of sufficient stocks of menthol to tide them over a lengthy period, buying has been comparatively light at prices ranging from \$6 to \$6.50 a pound despite the fact that shipment prices from Japan figure around \$4.75 a pound in bond. Musk has scored another advance and are now held at \$38@40 for the Tonquin grain and \$26 for the Tonquin pods by prominent sellers. Civet is firmer at \$3 a pound, while powdered and granular orris root is generally higher at 16 cents a pound. There has been little but routine buying in evidence in the market for alcohol where competition in methyl and ethyl grades continues as keen as ever.

Vanilla Beans

All varieties of vanilla beans have soared into new high territory on confirmation of shortages which were repeatedly indicated earlier in the year. Prices for Mexican beans are little better than nominal at present with the whole varieties held at \$9@14 a pound, and the cuts quoted at from \$7.50 to \$8. According to prominent importers the coming Mexican crop, 50 per cent of which has already been sold to arrive to dealers, will only amount to 8,000 to 10,000 pounds of cut beans and between 55,000 and 60,000 pounds of whole beans.

FOREIGN CORRESPONDENCE

(Continued from page 138)

646,000 gallons. It is expected that about 3,173,000 gallons of this will be exported.

POLAND

IMPORT PROHIBITION.—A notice issued by the Minister of Industry and Commerce, of Finance, and of former Prussian Poland, and published in the Monitor Polski prohibits the importation of perfumery, and toilet soaps.

SIERRA LEONE

REDUCTION OF EXPORT DUTY ON PALM OIL.—Under the Palm Oil (Export Duty) Order, 1922, approved by the Legislative Council of Sierra Leone, on February 22, 1922, the duty on palm oil exported from the Colony is reduced from £4 3s. 4d. per 2,240 pounds to £1 10d. per 2,240 pounds.

INVENTIONS PATENTED

(Continued from page 137)

1. In an apparatus for the manufacture of soap and the like, an endless chain of interlocking buckets having the bottom on one bucket extending between the sides of the adjacent bucket adapted to receive hot liquid soap, means for supplying hot liquid soap to said buckets, means for cooling and solidifying the soap in said buckets, and means for transferring said cakes of cold soap from said bucket to a discharge point.

1,413,960. Means for Filling Bottles. Herbert Frederick Broadhurst, London, England. Filed Dec. 12, 1921. Serial No. 521,837. 3 Claims. (Cl. 226—116.)

1. A device for filling bottles including a filling head having a filler nozzle provided with a sealing gasket, a suction pipe communicating with the filling nozzle, a vacuum pipe also carried by the head and having its open end disposed adjacent the filler nozzle, and a breaker pipe connected with the atmosphere and having an open end located at a point above the outlet end of the vacuum pipe.

1,414,015. Manufacture of Soap. Truman M. Godfrey, Chicago, Ill., assignor to the N. K. Fairbank Company, Guttenberg, N. J., a Corporation of New Jersey. Filed Jan. 25, 1919. Serial No. 273,113. 7 Claims. (Cl. 87—16.)

1. The method of treating soap, which comprises disseminating a multitude of air bubbles throughout the soap while the soap is in a molten viscous condition and then diminishing the pressure under which the aeration took place so as to expand the air bubbles within the mass of gas outlet holes therein; a removable container within said body portion; gas generating means in said container; and means within said body portion adapted to force a current of air through said container.

1,415,363. Method for the Emulsification of Resin Soap in Water. Oliver Kamm, Holyoke, Mass., assignor to American Writing Paper Company, Holyoke, Mass., a Corporation of New Jersey. Filed Apr. 23, 1919. Serial No. 292,086. 3 Claims. (Cl. 134—21.)

1. Method of preparing resin size-in-water emulsions from resin size containing free resin, characterized thereby, that the size is incorporated with water in the proportion required to yield at the operating temperature a practically clear size-in-water emulsion, said emulsion stable at approximately the boiling point, and capable of being indefinitely diluted by introduction in a heated state into additional water.

A Great Help in Many Ways

(Francis Beard, 1503 Republic St., Cincinnati, Ohio.)

I enclose \$2 for my subscription for 1922 and must say THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW has been a great help to me in many ways.



THE PENDING TARIFF BILL

To be penalized as the American Soap Manufacturing Industry is now threatened in the pending Tariff Bill before the Senate is not only directly discouraging, but the erroneous economic reasoning behind the measure has no redeeming quality by which any benefit whatsoever would accrue to any interests in whose behalf protection is intended.

In Paragraph 50a of the Bill, duties of 4 cents per pound are levied on cocoanut oil and peanut oil, and 3 cents per pound on cotton-seed oil and soya-bean oil. There is a proviso, however, that these oils may be imported under bond. If proof is furnished, within three years from the date of importation or withdrawal from bonded warehouse, that the oil has been used in the manufacture of non-edible products, the duties are to be remitted.

This is a remote recognition of the time-tested, sane principle of free raw materials. The bonding provision, however, would practically eliminate importations, except possibly on the part of very large manufacturers.

In Paragraph 701, a duty on tallow is levied at the rate of $\frac{1}{2}$ cent per pound. This paragraph covers also, cattle, beef and veal. Tallow is produced in far greater volume from sources other than cattle slaughtered in packing houses, and consequently should not be taxed because of its rather distant relationship to cattle on the hoof.

Through the Bureau of Raw Materials, 744 Munsey Building, Washington, D. C., many of the soap manufacturers are continuing strenuously to have these raw materials placed on the free list. If there are any interested manufacturers who are not assisting with their protests, an opportunity is presented through the central organization mentioned above, by which they can be guided in registering effective opposition to these pernicious tariff provisions. The same suggestion can well apply to firms who buy soap from manufacturers because of the far reaching bad effect bound to ensue if these sections should be enacted in their present form.

Lever Brothers Increased Sales Last Year

At the twenty-eighth annual meeting of Lever Brothers, Inc., held in April at Port Sunlight, Cheshire, Lord Leverhulme, chairman of the board, stated that there had been a "very striking increase" in domestic sales during 1921. He believed that export trade was on the upturn. Reports offered at the meeting showed that the firm had put out over £3,090,000 during 1921, in co-partnership dividends, and for advertising, repairs, depreciation and so on, including £250,000 carried to special reserve. Ordinarily dividends had been paid to the amount of £228,000. January 1, 1922, the firm had 11,337 co-partners. The Marquis of Carisbrooke was made a director to succeed E. V. Salaman, recently deceased. C. W. Barnish also was seated as a director.

FATS AND VITAMINES

By DR. W. FAHRION.

The vitamins are highly important for the cure and prevention of certain diseases, such as beri-beri, scurvy, rickets, etc. There are undoubtedly several varieties, but as little is known of their composition as of that of the ferments. The anti-rickets vitamin has been found to exist in the cream of milk, in eggs, fat fish, fresh vegetables, the liver, kidneys and hearts of animals, and in the oils of linseed, soya beans and millet. Many other vegetable oils, skimmed and condensed bacon and lard do not contain it, but codliver oil, butter and beef suet are rich in this kind of vitamin. In the production of codliver oil care has to be taken to protect the vitamins from destruction. The vegetable oils produced by extraction are poorer in vitamins than those obtained by pressing. Hardened oils contain no vitamins, because these are destroyed by a temperature of more than 100 or 120 degrees.—*Seifensieder-Zeitung*, Vol. 48, No. 36, Sept. 8, 1921, page 760.

DETERMINATION OF TOTAL FATTY ACIDS

By W. MONTGOMERY, BATTERAVIA, CAL.

Weigh out 10.0 grams of material to be examined, into a fused silica beaker of 50 ml. capacity. Add with constant stirring 15 ml. of potassium hydroxide solution of 1.25 specific gravity and 25 ml. of mixture (50 per cent by volume) of alcohol and ether. Place beaker on water bath and evaporate almost to dryness, add 10 ml. of the alcohol and ether mixture and complete evaporation to dryness. Dissolve with water and boil 3 minutes, add a slight excess of a dilute solution of sulfuric acid, again boil and replace on water bath, allow to stand until fatty acids run together.

Cool to 42° centigrade and filter through wet filter, wash well with water until filtrate is free from acid, allow to drain 5 minutes. Place funnel over weighted silica beaker in water oven, regulate temperature so that it does not rise above 65° centigrade.

As filter dries fatty acids will run through, when practically through remove from oven and wash free from fatty matter with sulfuric ether. Dry to constant weight and report as total fatty acids.—*Baker's Chemist-Analyst*.

Bath Soap in Shape of a Doll

It is reported that a Berlin firm has introduced into Germany a bath soap made in the form of a doll in a standing position with the arms resting on the stomach, clothed in a small knitted jersey; the eyes are either painted, or small glass eyes are inserted in the orbits. The jersey may also be impressed or stamped in the soap body, and in this case the buttons are either painted or else inserted in the soap in the proper position. It is claimed that this soap, being in the form of a dressed doll, attracts children more readily, and that they will like to be washed with soap provided by the "dolly." This will give a new meaning to the old term "a dolly wash."

LIQUID SOAPS

There is a moderately good market for liquid soaps as shampoos, disinfectants, or for shaving purposes, says a contributor to a British exchange. Their appearance will vary according to the use, and the public who will buy them. The color may be creamy, dark brown, or yellow. The manufacture is quite a simple matter. But, in the first case, it is best to make a few experiments on a small scale. During these trials exhaustive notes should be taken, unless the memory is good, to record all the movements and additions made. It is so easy to miss a vital point—though, perhaps, apparently a minor detail. Thus, one is able to standardize the method as far as is practicable.

These soaps have much to commend them, because they are easily rubbed into the skin. Also, antiseptics intermix more readily in a liquid soap than with any other kind. Moreover, they are preferable from a sanitary point of view, since they are usually produced from vegetable oils.

In regard to the raw materials to use, a selection can be made from the following: Coconut oil, cottonseed oil, olive oil or oleic acid, linseed oil, and colophony. For shaving use, a little lard, tallow, or stearic acid will be necessary, to give stability to the lather; therefore, in this case, be sure that the fat is pure. Because, the process of "graining" being dispensed with every ingredient entering into the composition will be in the finished article. Potassium carbonate and borax, though not essential, may be added to the extent of 2 per cent.

The most suitable strength lye for use is about 46° Tw., made with distilled water and from 90 per cent caustic potash. Any of the following formulas will be found a very good working basis: (1) Coconut oil, 20 lbs.; olive oil, 20 lbs. (2) Coconut oil, 15 lbs.; oleic acid, 10 lbs.; lard, 1 lb.; colophony, 5 lbs. (3) Lard, 12 lbs.; coconut oil, 7 lbs.; stearic acid, 20 lbs. (4) Olive oil, 20 lbs.; coconut oil, 5 lbs.; castor oil, 2 lbs.; stearic acid, 10 lbs. (5) Linseed oil, 20 lbs.; cottonseed oil, 5 lbs.; colophony, 2 lbs.

In making the soaps, proceed in the following manner: First melt the oils and solid fats in a cast-iron pan of about one hundredweight capacity, and thoroughly mix them. Run in the required quantity of caustic lye slowly, until a paste is formed, the required amount being previously determined in the laboratory. When the fats are completely saponified, any excess of alkali should be neutralized with stearic acid, and a little glycerine added if desired. Now the water is worked in until the required degree of thinness is produced. If the cost permits, small quantities of spirit may be added to advantage. There is, also, another method that one can adopt. Take an ordinary block of Marseilles olive oil soap; it is quite soluble in spirit. Cut it up into strips, and dissolve them in the alcohol with additions of glycerine and potassium carbonate. The following formula is a good one: Olive oil soap, 30 lbs.; alcohol (75 per cent), 120 lbs.; potassium carbonate, 2 lbs. Robiquet suggests these proportions in preparation of the liquid: Marseilles soap, 1 lb.; alcohol (80 per cent), 3 lbs.; distilled water, 1 lb.

Any of the medicaments and disinfectants may be incorporated with the finished soap. Sulphur soaps are made from the sulphonated oils as follows: The thick oils, thinned with spirit, are saponified with potash lye, which must be added slowly to prevent the deposit of sulphur, a slight excess being added to completely saponify the thioacids, and later the excess of caustic is picked up with fatty acid dissolved in ether. The thick pasty mass is thinned with alcohol and glycerine, the final mixture containing about 30 per cent of water and 5 per cent of potassium compounds of the thioacids. These soaps are known under the name of "Thiosavonal." Large amounts of tar may be admixed with these soaps. For disinfecting the hands this recipe

will be found suitable: Tallow-rosin soap, 75 lbs.; warm water, 150 lbs.; dissolve by warming, and add wax paste, 15 lbs.; stearin paste, 15 lbs. When the pastes have dissolved, stir in slowly 700 lbs. of pure marble dust. This type of soap makes the skin soft and delicate.

The color of these liquids depends upon their use: for shaving, the whiter the better, and for a shampoo they may be tinted yellow. Any of the following scents can be used for perfuming: Methylanthranilate, civette, citral, and most of the aldehydes possess strong odors; oils like bergamot are weak, and have to be used in large quantities. Benzylacetate and amyl salicylate give harsh smells which must be smoothed down with sweeter oils, as phenylethyl alcohol, laurine, otto of rose, or algerian geranium.

A few formulas from which a selection may be made are appended: (1) 100 lbs. liquid soap, 4 ozs. orange oil, 1 oz. 2 dram lemon oil, 1 oz. rhodinol. (2) Soap as above, 1 oz. orange oil, 1 oz. lemon oil, 4 drams rosemary oil, 4 drams rhodinol, 3 ozs. bergamot, 1.5 drams nonylic aldehyde (10 per cent solution). (3) Soap as above, 1 oz. rosemary oil, 6 drams rhodinol, 4 oz. 2 dram French lavender, 2 drams nonylic aldehyde, as above. (4) 3 oz. neroly artificial, 2 oz. rhodinol, 1.5 dram nonylic aldehyde, as above. (5) 3 oz. orange oil, 2 oz. 2 dram lemon oil, 1 oz. rosemary oil.

CHEMICAL CONSTITUTION OF ROSIN

E. Stock describes a method for the employment of distillation of rosin and its constituents in the high vacuum of the cathode ray to effect separation and purification of individual constituents. A preliminary trial showed that American rosin could be completely distilled without appreciable decomposition when the degree of exhaustion of the apparatus corresponded with that of the production of a green cathode ray. Previous saponification of rosin and separation of the resin acids by acidification was found to be of no advantage as a means of purification before vacuum distillation, as the terpene substances were not entirely removed and the rosin underwent some autoxidation. No positive results were yielded by an attempted fractional distillation in vacuo, and anomalous results were obtained with the melting points of the fractions, since the same substance showed great differences according to whether it was in the crystalline or amorphous condition. From the experimental data obtained it is concluded that the composition of American rosin is: γ -abietic acid, 31 per cent; β -abietic acid, 31 per cent; γ -abietic acid, 19 per cent; resenes, 10 per cent; essential oil and bitter principles, 0.5 per cent; impurities, 0.5 per cent.

BRITISH TRANSPARENT SOAP

British patents No. 170,060 and 170,781 are concerned with processes for the manufacture of transparent soaps by the saponification of mixtures of resins and fats.

In the first process cocoanut oil, cottonseed oil, castor oil, edible tallow and water white resin are mixed together and melted at 55° C. An alcoholic solution of potash and caustic soda is added and the whole is heated for about eight hours at 80° C. and then allowed to stand for about fourteen hours. If the soap is not transparent hydrogen peroxide is added and stirred in at 60° C., and the alcohol is distilled off at 90° C.

The process of patent 170,781 calls for:—Russian tallow, 35 parts; Cochin cocoanut oil, 30 parts; castor oil or other vegetable oil, 25 parts; glycerin, 10 parts; caustic soda, 13.9 parts; caustic potash, 3 parts; water, 30 to 35 parts, and 95 per cent alcohol, 35 to 40 parts. The glycerin may be replaced by 15 parts of sugar dissolved in 15 parts of water.

Sulphur Soap Patent in Japan

T. Tanaka, Japanese, 38,119. Addition to 31,908. The soap is made by mixing 30 per cent of a fused mixture of S and resin soap, 10 per cent of a fused mixture of NaBO₂ and vaseline and 60 per cent of a neutral K soap made from a mixture of 70 per cent beef tallow and 30 per cent palm oil.

SOLVING THE CLARIFICATION OF LIQUID SOAP*

The clarification of liquid soap has been considered a difficult problem by many manufacturers, and especially by the small producers. Many manufacturers have allowed their finished material to stand in storage tanks for long periods to clarify it by settling. Others have used suction filters, gravity filters, pulp filters and filter presses using filter paper as a filtering medium. All of these methods are slow and expensive both on account of the quantity of finished material tied up, the paper pulp or filter paper that is used and the labor involved.

The use of a filter press with infusorial earth as a filtering medium has revolutionized the clarification of liquid soap. Using a small percentage of inexpensive filtration aid and a small filter press, large quantities of material can be filtered in a day and the operating and up-keep charges are small.

The usual method of procedure is to mix 1 or 2% of

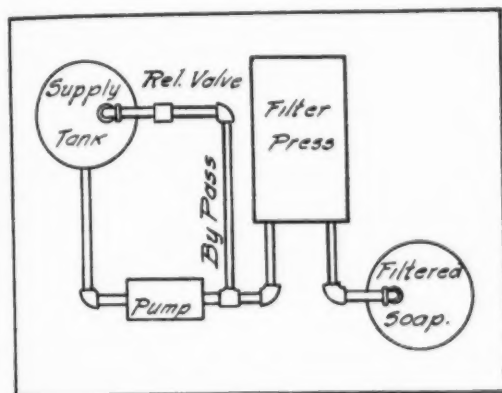


DIAGRAM OF SOAP FILTERING UNIT

infusorial earth with the finished soap, agitating the batch by some suitable means to keep the earth in suspension and pump it through a filter press, using a suitable pump as a means of pressure. In some cases gravity feed may be used but ordinarily it is not convenient to place the supply tank at a sufficient elevation to produce the necessary pressure.

The filtering medium used is heavy specially woven filter cloth which is not easily damaged.

The best method of installation is to have a pump with a capacity larger than that of the filter press and by-pass part of the liquid back to the supply tank. The liquid returned to the tank will agitate the batch so that the infusorial earth will not settle and thus the use of an agitator is eliminated. The pump can be so regulated that it requires no attention after it is once installed.

The filter press may be of either the closed delivery or open delivery type. In the closed delivery type the filtered material is delivered into a closed header which is piped through the head of the press. The filtered soap is delivered from this point through a closed pipe. The destination of the filtered material may be above

the filter press and no other pump is necessary. A special form of a closed delivery filter press is called the visible discharge type in which the filtered material from each chamber goes through a sight glass so that it can be watched carefully. In the open delivery press each chamber discharges through a cock into an open trough; from this trough the filtered material runs by gravity or is pumped to its destination.

When the filter press is full of sediment a solid cake is obtained through which air may be blown to remove all of the liquid. The filter process is then opened and a dry, easily handled cake is removed from it. It is not necessary to scrape the cloths, but it is necessary to wash them occasionally. It is only a few minutes' work to clean the press and make it ready for a new run. The size of the press can be figured so that it will be necessary to clean it not oftener than once a day or even less often if so desired.

For example, using a filter press, with a filtering area of 100 square feet, it will be possible to run through from 1,000 to 3,000 gallons of liquid soap in 10 hours and clean the press once a day. The cost of filtration for raw material, labor and power would be approximately as follows:

Labor	\$2.00
Infusorial Earth	4.80
Filter Cloth	1.00
Power25
Total	\$8.05

Figuring a safe average of 2,000 gallons, the cost exclusive of overhead would be approximately four-tenths of a cent a gallon. If properly operated the maintenance charges on a filter press outfit are practically nothing, with the exception of the filter cloths which have been figured in the above cost.

When using a filter press for clarifying the finished soap it is possible to use a poorer grade of oil inasmuch as any foots or dirt which may be contained in the oil are removed from the finished soap.

Liquid soap filtered through a filter press with infusorial earth as a filtering aid is brilliant and sparkling. Either alcoholic or non-alcoholic soaps may be filtered, and it is possible to handle even 60 per cent. soaps so long as they are not too viscous to flow.

The sketch shows a general layout of a plant for filtering soap.

MILLED TOILET SOAPS

The ultimate aim of manufacturing milled soaps is to utilize them in the production of "toilet soaps." What is meant by the term "milling process" is, where the soap is dried partially, cut up into small chips, then rolled out into thin ribbons, and finally compressed into bars and cut to size all ready for the stamping machines, says a special contributor to the *Oil and Color Trades Journal*. The first operation is the preparation of a base by means of the "boiling process." This involves four stages, namely: (1) Pasting, which constitutes a preliminary mixing with a weak solution of caustic lye. (2) Graining, which separates the soap and may be accomplished either by the use of salt; or, in the case of the raw materials consisting largely of

*Paper prepared by C. E. Alford, president of T. Shriver & Co., Harrison, N. J.

coconut oil and palm-nut oil, with strong lyes that may be used as "half-spent lyes" in subsequent batches. (3) This is the most important stage of all, it being absolutely necessary to have completely saponified the neutral fats. It is known as "boiling-on-strength" or "strengthening-change," as it is termed in America. For the purpose sufficient caustic lye is added to keep the soap slightly open; and when the alkali is used up more lye should be added to keep the soap in this condition. Thus it is allowed to boil throughout the day. The advantage of this treatment is the removal of all impurities and any salt that may have been retained from the previous stage. And the final operation (4) is the separation of the completely saponified soap, which requires from four to six days—four distinct layers are formed, viz., a scum on the surface, then about 80 per cent of pure soap; beneath this is the nigre, occupying 20 per cent, and the half-used caustic lye at the bottom. After skimming off the scum, the soap is run off along wooden troughs into frames—unless the more modern "Cressonière" process is adopted. At the end of this paper will be given a brief comparison of the old and new methods.

It is not thought necessary to enter into details of each step, or to make any reference to the type of pan for use; this can be safely left to the choice of each manufacturer. However, it should be borne in mind that potash and soda soaps cannot be made, at one and the same time, by the boiling process, on account of double decomposition taking place.

Cold process soaps are rarely a success; they usually contain a large excess of either free alkali or free fat. So far as one can see, the only advantage of the method is the ready production of small quantities. The raw materials used must be of the purest, as every portion of them enters into the finished article. At least 25 per cent of the fats should be coconut oil. The most suitable mixture being the following: Best white tallow 70 parts, coconut oil 25 parts, and castor oil 5 parts. The presence of castor oil in any soap improves the finish, but large quantities should be avoided, as it tends to retard the lather somewhat. If coconut oil is too costly, it may be replaced by palm-kernel oil; however, this latter fat has the disadvantage of giving the soap a more creamy color. Where color is not of first importance, ground-nut oil and maize oil could be used.

Casein, which should not be considered a mere loading agent, has been used for making milled soaps. Its principal application has been in the so-called "buttermilk" soaps, and its presence is really quite good for the skin, while any perfumes used in the scenting of them remain unimpaired. But if prepared overnight it develops a disagreeable odor, therefore no more should be made than can be used within the day. Casein is inclined to retard the lather of a soap; but, on the other hand, it produces a velvety feel to the surface that is pleasant to the touch. On keeping the soap its properties are not in the least affected. Casein manufacturers, I believe, will give all the necessary information for its preparation, which varies according to the type of soap made—whether a hot or cold process.

In perfuming the finished bulk, much will depend upon the kind of raw fats employed. Where a pure tallow, coconut oil, or best quality castor oil has been used—these fats being odorless in the fresh condition—gives one the advantage of incorporating the most delicate perfumes, which is necessary to give that attractive fragrance demanded in all high-class toilet soaps. When maize and other seed oils have been employed, then coarser scents are indicated; as soaps made from these oils develop a rancid odor on keeping that must be masked; and delicate perfumes in these cases would be lost. It would be sheer waste to use them. Hence, these latter fats should only be used when manufacturing inferior brands. Should one be preparing a violet soap, then palm oil will be found a very satisfactory ingredient of the mixed fats, on account of its natural violet-like odor. But it must be the right quality oil; I have seen some distressingly bad specimens.

Milled soaps should have a water content of 15 to 20 per cent; alkalinity must not exceed .006 per cent of free soda calculated as sodium oxide. There should be no ill-

ings whatsoever. The maximum quantity of sodium chloride to be present is .25 per cent; if more is allowed, it will tend to make the soap much more brittle. The cleansing operation should be made at a temperature of about 165° F. In order to reduce excessive alkalinity some soap makers give one or two brine washes. Though the writer is not of this opinion, as too much salt is left behind that is difficult to remove; rather should I suggest the plan of neutralizing the excess with a calculated amount of coconut oil, or with sodium bicarbonate, which is converted to the carbonate by the action of the caustic; and is quite harmless if not in large quantities. There are some three or four qualities on the market. With the more inferior grades a little sodium silicate is permissible as a filling agent to reduce the costs of manufacture.

In concluding this brief outline, the writer would like to draw attention to the old and new methods of operations. The former processes seem an absurdity when compared by the side of "modern" ideas. The method at present is still in use in many factories, where the soap after manufacture is run into frames and remains therein for many days; this means so much capital lying idle. Also the solid block is still moist in the centre; hence repeated milling has to be carried out. This involves so much extra space, and withdraws labor that might be more usefully employed elsewhere. In addition, the block tends to shrink to a marked extent, that necessitates a considerable portion being cut away and reboiled. Consequently, this process is a loss of time, interest, fuel, and labor. Whereas, by the modern processes the whole operation may be carried out in the course of a single day, after the soap has once been made. In this case the liquid soap as it leaves the pan is cooled by a refrigerating machine and passed over a mill roller, this stage occupying about the space of thirty minutes. Now the ribbons are conveyed by chain-driven bands through a heated and well-ventilated box. In twenty minutes it is sufficiently dry to be remilled, and the perfumes, etc., added.

Determination of Ligroin in Vegetable Oils

According to Mr. Masahiro Aidu, a Japanese chemist, 50 to 100 grams of the oil are saponified with potash lye, and, after adding a solution of water and chloride of calcium, it is distilled. To the distillate there is added 40 per cent. formaldehyde and a few drops of concentrated sulphuric acid. If ligroin be present, then a reddish-brown discoloration will be observed upon the surface of the liquid. If a few drops be allowed to fall upon water, then a beautiful interference ring will be formed, but soon disappears, especially in the case of boiling. In the latter case, however, it still remains constant with soya bean oil. The reaction can also be effected by weight if the precipitate be dried at 110 degrees to 115 degrees and then weighed.

Garbage Grease Brings 4.28 Cents a Pound

The Commissioners of the District of Columbia have just sold 600,000 pounds of grease, manufactured from garbage collected in Washington, to the Wilson-Martin Company, Philadelphia, at 4.28 cents per pound. C. E. Woodworth, Cincinnati, also bid on the grease, offering 4.15 cents. Such sales are conducted regularly by the municipal government about every three months when the garbage grease accumulates in large quantity.

Easter Egg Soap Hint for 1923

Easter eggs (made of toilet soap) were very much in demand again this year. One had almost come to the conclusion that they were a "dud" line, but the attractive manner in which many firms put them before the public has had the effect of creating sales.—*London Chemist & Druggist*.

Soapmaking in China

There are five companies manufacturing soap in Chinkiang, but none of them has ever made any striking progress.

GLYCERINE IMPORTS AND EXPORTS

Garrigues, Inc., supplies the following statistics on imports of crude glycerine into the United States with comparative figures for twelve months to March 31, 1922:

	Pounds	Value
During March, 1922.....	None	None
During March, 1921.....	83,088	\$11,416
Total 12 months to March 31, 1922...	2,466,287	347,887
Total 12 months to March 31, 1921...	18,194,993	2,455,053

Exports of glycerine from the United States with comparative figures for twelve months to March 31, 1922:

	Pounds	Value
During March, 1922.....	717,833	\$103,485
During March, 1921.....	164,765	31,896
Total 12 months to March 31, 1922...	3,180,240	458,250
Total 12 months to March 31, 1921...	1,410,605	338,587

Exports for March, 1922, were distributed as follows, in pounds and dollars: Denmark, 10,700, \$1,290; Norway, 112,000, \$16,800; Sweden, 112,000, \$16,800; England, 3,407, \$533; Quebec and Ontario, 159,087, \$21,564; Prairie Provinces (Canada), 2,220, \$364; British Columbia, 274,156, \$39,148; Costa Rica, 50, \$12; Guatemala, 150, \$35; Honduras, 50, \$11; Nicaragua, 922, \$183; Panama, 636, \$140; Mexico, 4,727, \$858; Newfoundland and Labrador, 2,403, \$347; Bermuda, 65, \$10; Barbados, 25, \$6; Cuba, 4,640, \$721; Dominican Republic, 100, \$21; Haiti, 100, \$19; Virgin Islands (U. S.), 100, \$20; Chile, 1,800, \$283; Colombia, 1,880, \$208; Ecuador, 50, \$18; Peru, 240, \$48; Venezuela, 350, \$74; British India, 300, \$60; China, 350, \$110; Hongkong, 50, \$60; Japan, 11,200, \$1,772; Philippine Islands, 1,000, \$140; British South Africa, 13,075, \$1,830; total, 717,833 pounds, \$103,485.

Liquid Soap Dutiable as Soap

The protest of John A. Steer & Co. in the matter of liquid soap or detergent has been sustained by the Board of General Appraisers. The liquid soap was originally classified by the collector as an alcoholic preparation. It consisted of a solution of sodium soap in 7 per cent alcohol, the whole dissolved in carbon tetrachloride, and had been assessed at the port of New York as an alcoholic chemical preparation at 10 cents per pound and 20 per cent ad valorem under paragraph 16, tariff act of 1913. The importer claimed it was dutiable under paragraph 66 of that act at 5 per cent ad valorem.

It was held that the presence of alcohol in the preparation did not take it out of the soap class and the protest was sustained, with assessment at 5 per cent ad valorem imposed instead of the original ruling of the collector.

General Appraiser Brown, who wrote the decision, said in part, after citing a case in the Court of Customs Appeals:

"As Judge Barber held, the presence of alcohol does not take the soap out of the soap paragraph and put it into the paragraph covering alcoholic preparations. It was also held in effect in that case that articles of this general character, liquids used as cleaners of the soap character, were still soaps though liquid. Therefore, following the general trend of these decisions we hold on the facts developed by this record (to which state of facts this ruling is limited) that the article in question is a soap and properly classifiable under paragraph 66 at 5 per cent ad valorem."

Statistics of Fats and Oils

The Department of Commerce announces that the factory production of fats and oils (exclusive of refined oils and derivatives) during the three-month period ended March 31, 1922, was as follows: Vegetable oils, 487,795,890 pounds; fish oils, 1,939,856 pounds; animal fats, 530,176,282 pounds; and grease, 98,822,785 pounds; a total of 1,118,734,813 pounds. Of the several kinds of oils and fats covered by the inquiry the greatest production, 427,744,422 pounds, appears for edible and neutral lard.

Features to Be Found on Other Pages.

Readers of the SOAP SECTION may find items of interest to them in our Trade Notes pages, as well as in Patents and Trade Marks and Foreign Correspondence.

FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

in competing oils, peanut held strong at 12 $\frac{3}{4}$ @13 $\frac{1}{4}$ cents a pound for immediate delivery. There was keener competition for business in olive oil foots, following larger arrivals, and offerings were made around a basis of 9 cents. The edible variety was steady at \$1.80 to \$2.30 as to quality, while denatured was quoted at \$1.15 per gallon in barrels.

Industrial Chemicals

Improvement in the distribution of industrial chemicals has shown a further increase during the month. Both export and domestic buying has figured more prominently, demand for some products having been so urgent as to have forced prices to higher levels. There bids fair to be a real shortage in caustic soda in the near future, unless the demand for bleaching powder should show an improvement. Most of the manufacturers now use the electrolytic process for the manufacture of caustic soda. Chlorine is usually evolved from this process and this is usually manufactured into bleaching powder and sold as such. Unfortunately bleach disintegrates rapidly in warm weather and hence cannot be stored successfully during the Spring and Summer. There is little consumption of bleach but a wide demand for caustic soda. Possibly the situation could be rectified if bleach were sold at cost for a while. Soda ash has ruled firm at \$1.90@\$2 a hundred pounds f. a. s., with barrels held at \$2@\$2.10. Many consumers are of the opinion that these are the lowest prices that will be seen for the balance of the year, and hence are placing contracts more freely. Producers are quoting contracts at \$1.20 for single bags and \$1.40 for barrels, basis of 48 per cent at the works in car lots. There has been a general renewal of buying of potash products, and with replacement costs from abroad on a generally higher plane, caustic 88 to 92 per cent has become decidedly firmer at 6 cents, while carbonate 96 to 98 per cent has ruled strong at from 6 $\frac{3}{4}$ to 7 cents. The sulphuric acid market continues weak as it is abundantly supplied at present. Latest asking prices are on the basis of \$15@\$16 for the 60 degrees, and \$10@\$11 for the 66 degrees.

Rosins And Other Materials

A fairly active trade has been witnessed in the market for rosins. More stock has been moving out of the South than in a lengthy period, but it is being quickly absorbed. Export inquiries in the Southern primary markets have been more active than in a long time according to Savannah advices. Consumers over the country are only in possession of small stocks, and the outlook for an increase in business during the Summer months is regarded as highly encouraging. The market for stearic acid is maintained at prices which have ruled over a lengthy period, single pressed being held at 9 cents, double at 9 $\frac{1}{2}$ cents and triple at 10 $\frac{1}{2}$ cents. Strength in the raw material, despite the large supply carried over from the previous crop, continues to be the sustaining feature in the market for corn starches, for which prices remain unchanged.

American Oil Chemists' Society

The American Oil Chemists' Society will hold its thirtieth annual meeting at New Orleans on June 5 and 6. The program includes addresses by Dr. L. M. Tolman, chief chemist, Wilson & Co.; Dr. J. H. Shrader, director of the Baltimore Municipal Laboratory; Dr. David Wesson, technical director, the Southern Cotton Oil Company; Dr. W. D. Richardson, chief chemist, Swift & Co.; Dr. Geo. S. Jamieson, chemist in charge, Oil, Fat and Wax Laboratory, U. S. Bureau of Chemistry; Mr. C. B. Cluff, superintendent of manufacturing department, the American Cotton Oil Co., who is president of the society, and Mr. Herbert S. Bailey, chief chemist, the Southern Cotton Oil Co. and editor of the Chemists' Section of the Cotton Oil Press.

New Definition of a Bolshevik

A Bolshevik is a person who spends other people's money on soap boxes but not on soap.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Especially for This Journal)

The latest sales of considerable quantities New York Extra Tallow at 6 $\frac{3}{4}$ c. has definitely established this price as the prevailing value for this grade, although the persistent demand noted several weeks ago has fallen off, and stock is moving in only ordinary sized quantities at present.

Greases are relatively firmer and in better demand with choice quality house grease 5 $\frac{3}{4}$ c. per pound, and this shows the narrowest difference in values that we have seen between these two types of stocks in a long time.

In the near future it would seem that a readjustment must come along lines of comparative values, and this would necessitate that choice tallow should either advance in price else grease decline. From present indications it is hard to foresee which movement is first likely to occur.

May 17, 1922.

TOBIAS T. PERGAMENT.

GLYCERIN

(Written Especially for This Journal)

Chemically Pure has been fairly well maintained, at 15c. in bulk, in spite of the fact that the other grades have been weak, and are proportionately much below the Chemically Pure quotation. A resale stock, now disposed of, was quoted at 14 $\frac{3}{4}$ c. and while it lasted, it had the effect of unsettling the market, to some extent. Today, there are rumors of a discounting of the "official" price, in some quarters, among the producers, but we cannot say positively, that it is so. The small business of manufacturers of explosives, owing to the Government distributing munitions, left over from the war, has made much of the raw material, ordinarily used for making Dynamite, available for use in the manufacture of Chemically Pure, consequently, there is no reason for expecting any improvement in values, until the Government explosives mentioned, are used up, and that may not be for another year.

May 17, 1922.

W. A. STOPFORD.

VEGETABLE OILS

Conservative purchasing has been the rule in vegetable oils markets, where opposition to the new rates embodied in the Senate Committee version of the Tariff Bill has assumed more formidable proportions. Protests have been received from cotton seed crushers against any tariff at all on the ground that it is a grave deterrent to foreign trade in vegetable oils. It is urged that oils for soap making be dutiable under the same terms as oils intended for edible purposes. The gradual improvement in industries where fats and oils are consumed has made for more confidence in the immediate outlook. A development of no little interest was the sale of a large quantity of coconut oil on the Pacific Coast to an Eastern consumer delivery extending over the Summer and Fall months. Lagos palm oil was steady at from 7 $\frac{1}{4}$ to 7 $\frac{1}{2}$ cents a pound, while Niger was

sold in one quarter at 6 cents for shipment, and palm kernel at 8 $\frac{3}{4}$ cents a pound. There has been more buying on the part of the public in cotton seed oil as the result of the bullish character of the crop and weather news from the South. Carlot lots of soya bean oil have sold for shipment from the Pacific Coast at about the equivalent of 11 cents a pound laid down here, while the refined oil in barrels was quoted at 13 cents a pound on the spot. Few new features appeared in the market for corn oil, refined grades of which were quoted at 12 $\frac{3}{4}$ to 13 $\frac{1}{4}$ cents a pound as to quantity and seller. Castor firm but quotably unchanged, reflecting the firm situation in the seed. In keeping with the strength

(Continued on preceding page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 6 $\frac{1}{2}$ c. Edible, New York, 7 $\frac{3}{4}$ @8c. Yellow grease, New York, 5 $\frac{1}{2}$ @5 $\frac{3}{4}$ c. Brown grease, New York, 5 $\frac{1}{2}$ @5 $\frac{3}{4}$ c.

Rosin—Savannah, May 17, 1922.

Common to good.	\$.10	1	4.40
D	4.20-	K	4.50-
E	4.30-	M	4.80-
F	4.40-	N	5.20-
G	4.40-4.50	W. G.	5.80-
H	4.40-4.50	W. W.	6.25-
Starch, Pearl, per 100 lbs.			\$2.32@2.60
Starch, powdered, per 100 lbs.			2.22@2.50
Stearic acid, single pressed, per lb.			9c.
Stearic acid, double pressed, per lb.			9 $\frac{1}{2}$ c.
Stearic acid, triple pressed, per lb.			10 $\frac{1}{2}$ c.
Glycerine, C. P., per lb.			15 @ 15 $\frac{1}{2}$ c.
Glycerine, dynamite, per lb.			12 $\frac{1}{2}$ @13c.
Soap lye, crude, 80 per cent, loose per lb.			8 @ 8 $\frac{1}{2}$ c.
Soap lye, saponification, 80 per cent, loose per lb.			8 $\frac{1}{2}$ @9c.

Oils

Cocoanut, edible, per lb.			10 $\frac{1}{4}$ @10 $\frac{3}{4}$ c.
Cocoanut, Cochín, Dom., per lb.			09 $\frac{1}{4}$ @09 $\frac{1}{2}$ c.
Cocoanut, Ceylon, Dom., per lb.			08 $\frac{3}{4}$ @09c.
Palm, Lagos, per lb.			07 $\frac{1}{4}$ @07 $\frac{1}{2}$ c.
Palm, Niger, per lb.			06 $\frac{1}{4}$ @06 $\frac{1}{2}$ c.
Palm Kernel, per lb., nominal.			08 $\frac{1}{2}$ @08 $\frac{3}{4}$ c.
Cotton, crude, per lb., f. o. b. mill.			10 @ 10 $\frac{1}{4}$ c.
Cotton, refined, per lb., New York.			12 @ 12 $\frac{1}{4}$ c.
Soya Bean, per lb.			11 $\frac{1}{2}$ @12c.
Corn, crude, per gal.			9 $\frac{3}{4}$ @11c.
Castor, No. 1, per lb.			11 $\frac{1}{2}$ c.
Castor, No. 3, per lb.			10 $\frac{1}{2}$ @11c.
Peanut, crude, per lb.			11 $\frac{1}{2}$ c.
Peanut, refined, per lb.			13 @ 13 $\frac{1}{2}$ c.
Olive, denatured, per gal.			1.15 @ 1.16
Olive Foots, prime green, per lb.			09 @ 09 $\frac{1}{4}$ c.

Chemicals

Soda, caustic, 76 per cent, per 100 lbs.			3.90 @ 4.00
Soda, Ash, 58 per cent, per 100 lbs.			1.85 @ 2.00
Potash, caustic, 88@92 per cent, per cwt.			
f. o. b. Works			06 @ 06 $\frac{1}{4}$ c.
Potash Carbonate, 80@85 per cent; per lb. N. Y.			06 $\frac{1}{2}$ @07c.
Salt, common, fine per 100 lbs.			nominal
Sulphuric Acid, 60° per cent, per ton.			10.00 @ 12.00
Sulphuric Acid, 60° per cent, per ton.			15.00 @ 16.00
Borax, crystals, per lb.			5 $\frac{1}{2}$ @6c.
Borax, granular, per lb.			5 $\frac{1}{2}$ @6c.
Zinc Oxide, American, lead free, per lb.			7 @ 8 $\frac{1}{2}$ c.

*The fascination for "imported" goods
unduly influences many buyers to
underestimate domestic products.*

PREJUDICE

in many instances causes buyers to overlook, to their own disadvantage, products having real merit, by insisting on "Imported."

This is especially true of Terpeneol.

And yet we doubt if the consumer could distinguish the difference between so-called "Imported" Terpeneol and the article we manufacture.

A fresh sample is yours for the asking. Try it and be convinced.

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ALCOHOL BONDS

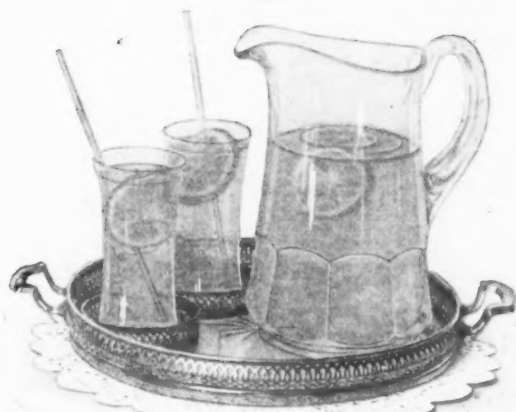
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My institution is built on service. It is service that has prompted more than 10,000 firms and individuals to buy their bonds of me. For the patrons of my office I prepare, ready for their signature, all documents such as bonds, applications for permits and supplementary declarations. These forms I prepare strictly in accord with the requirements of the law and the business of the applicant. To perform this distinct service for my patrons requires me to be conversant with the laws and the various regulations as promulgated from time to time. The expense of the service which I maintain for the benefit of my patrons amounts to about \$30,000.00 annually. The huge number of bonds annually sold by me makes it possible for this expenditure to be incurred, thus avoiding my patrons incurring large expense in having their applications and declarations prepared elsewhere. Most Bonding Companies sell you the bond and you prepare, or have prepared, at considerable expense, the applications for permits and the other necessary documents. My system is to relieve you not only of the expense but the annoying delays and correspondence which so fre-

quently are occasioned when these documents are not properly drafted when submitted to the Government. My Washington Attorneys are daily in communication with me by wire and my patrons are at liberty to write or wire me for information. All of their inquiries it is my custom to answer without charge the day they are received. Applications for permits in the instance of manufacturers of flavoring extracts and manufacturers of patent medicines are difficult to draft so as to meet the exacting requirements of the Government. All of these details are taken care of by me—the bonds, applications for permits, supplementary declarations and the tabulating of the information required by the Government is done at my office and the forms are sent to the applicants, all ready for their signatures. They are then signed and returned to me. All documents are carefully checked and re-checked at my office before being sent to the Government, thus reducing the correspondence and delay to the absolute minimum. It is my opinion that once you become acquainted with the service I render, you will regard it as indispensable.

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Each batch of "National" Food Colors, whether a Primary or a Blend, is certified to and tested by the U. S. Department of Agriculture, Bureau of Chemistry. And every package sold is sealed at the factory and stamped with the Government lot number.

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experts. We gladly place this technical service at your disposal without cost.

**"National"
Certified Food Colors**

Amaranth No. 107....Red
Ponceau 3 R-56
.....Cherry Red
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Tartrazine No. 94.. Yellow
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Sodium Indigo
Disuiphonate 692Blue



Leading supply houses and jobbers sell
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insist on getting them

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National Aniline and Chemical Company, Inc.

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The
Powder Puff
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WELL groomed women everywhere like these beautiful dainty puffs, destined to replace the clumsy puffs of yesteryear.

Naturelle puffs are not ordinary fabric puffs. They are made from **NATURAL LAMBS' WOOL**—on the leather—specially treated for this purpose and triple sterilized.

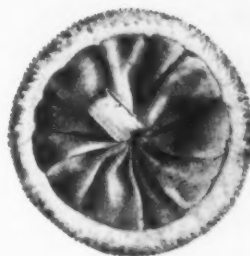
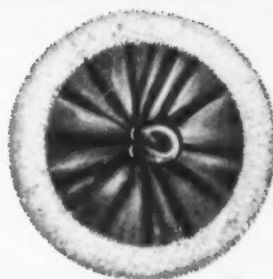
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La France type, a wonderful creation for creams, cannot be duplicated.

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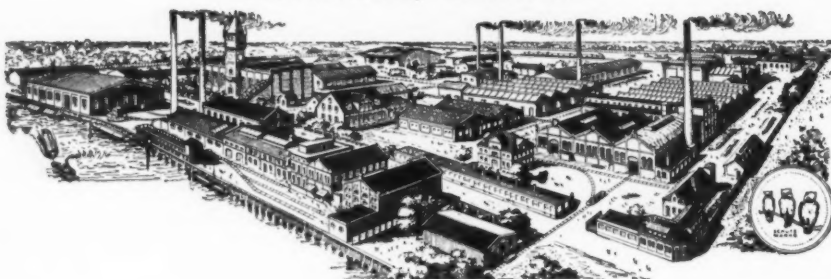
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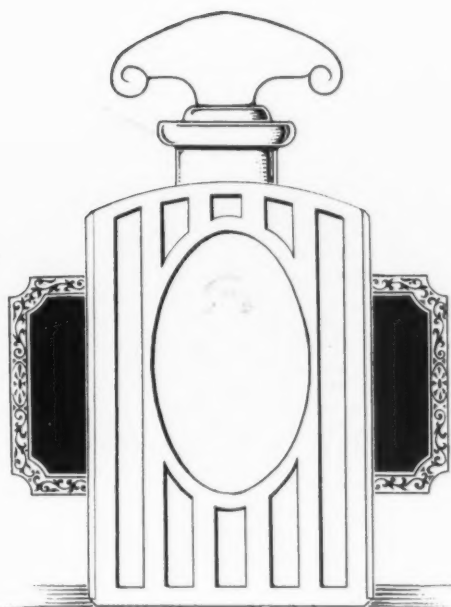
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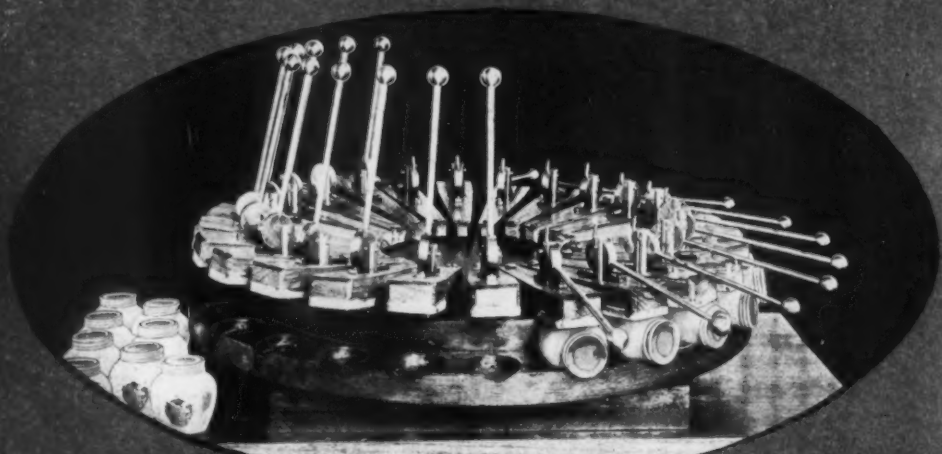
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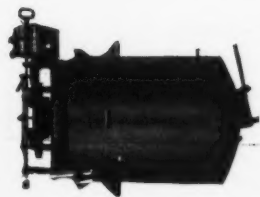
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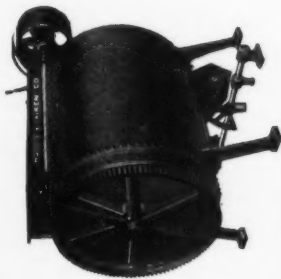
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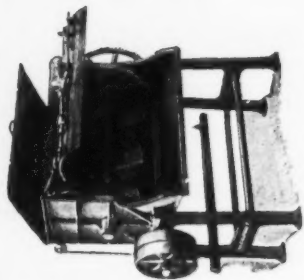
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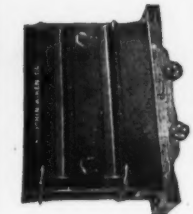
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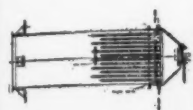
IDEAL Amalgamator.



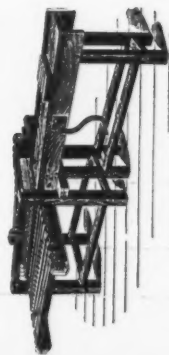
Soap Chipper.



STANDARD Soap Frame.



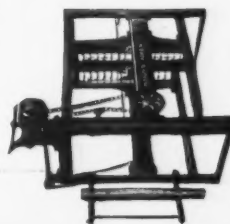
ACME Remelter.



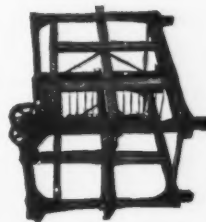
DOUBLE BACK Cutter.



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AIKEN Power Slabber.



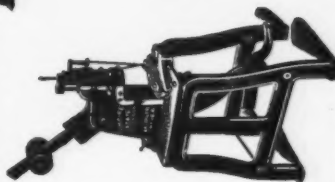
CHAMPION Slabber.



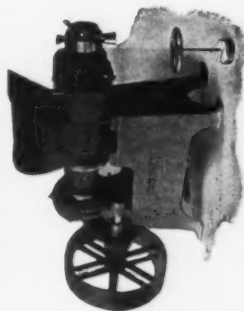
No. 4 Soap Press.



Soap Dies.



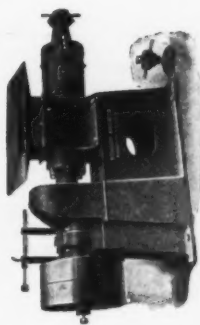
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by

E. G. Thomssen, Ph.D.

Illustrated, 5 ½" x 4".

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In surveying the industry as a whole, the plan of the book is first to mention and describe the raw materials used; second to outline the processes of manufacture; third, to classify the methods and illustrate by formulae the composition and mode of manufacture of the various soaps; fourth, to illustrate the various methods of glycerine recovery; and fifth, to give the most important analytical methods which are necessary to the man supervising the processes of manufacture and determining the purity and fitness of the raw material used.

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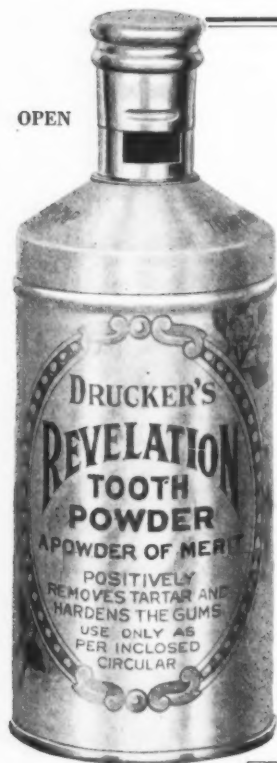
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*HAVE YOU SEEN THIS
BOX AT THE CORNER
DRUG STORE?*

ONE OF THE LARGEST
COMBINATION SET BOX
MANUFACTURERS IN THE
COUNTRY.

YOUNG BROS., Displayologists

(Reg. U. S. Pat. Office)

PROVIDENCE, R. I.

COLD CREAM

Are you interested in a cold cream, that will stand up in hot weather and that will not become "mushy" and shrink? If so, write for sample. A delightful toilet requisite and a wonderful massage or cleansing cream.

If you are interested in making shampoo, write for sample of our superfine Shampoo Base with complete formula.

PENNSYLVANIA OIL CO.

175 N. Green St.

CHICAGO, ILL.

Quality Synthetic and Artificial Raw Materials

SYNTHÉFLORAL

GABRIEL RAPHEL

LA COURNEUVE (Seine)

FRANCE

ALDEHYDES C8—C14

AMYL PHENYL ACETATE

BUTYL PHENYL ACETATE

LINALYL ACETATE

OCTYL ACETATE

PARACRESOL ACETATE

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CIVET ART. LIQUID

CINNAMIC ALCOHOL

OCTYL ALCOHOL

PHENYL ETHYL ALCOHOL

GERANIOL C.

GERANIOL FOR SOAP

LINALOL from Bois du Rose

ROSAROL

Samples and Prices for the asking.

Sole American Distributors:

FLOROME CHEMICAL CORPORATION

Middlewestern Office:

A. S. NORTHRUP, Mgr.

207 Elmhurst Ave., Detroit, Mich.

Main Office & Factory:

H. TECHOW, Gen. Mgr.

24-26 Wooster Street, New York, N. Y.

Getting the Most for Your Money



WHEN you want the very best corks on the market, you specify Circle A or Circle B brands. You know these trade-marks mean that uniform quality and full count are guaranteed by a reliable manufacturer—the ARMSTRONG CORK COMPANY

Then why not take the same precaution when buying medium grade stoppers.

Circle © Corks
Uniform in Quality *Moderate in Price*

are cut, sorted, washed, counted and packed just as carefully as the famous Circle A's and are eligible in every respect to bear the Armstrong name. According to those who use them, Circle C's are in a class by themselves—"the best on the market for the money."

If you have not seen a sample of Circle C Corks, send 10 cents in coin or stamps for a sample bag of 100 in assorted sizes from 2 to 6. Sample bags of 100 Circle A's or Circle B's will be sent for 20 cents in coin or stamps.

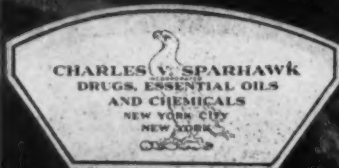
ARMSTRONG CORK COMPANY

139 TWENTY-THIRD STREET :: PITTSBURGH, PA.

ANATOLE

Puts
 ("LIFE")
 into your
 Perfumes

Action



GLOBE COLLAPSIBLE TUBE

CORPORATION

401-405 JEFFERSON ST., HOBOKEN, N. J.

Plain

Quality containers of elegance and refinement—and more—they are mechanically perfect.

Decorated

MANUFACTURERS OF
PURE TIN AND LEAD-ALLOY COLLAPSIBLE TUBES

EVERGREEN CHEMICAL CO.

Established 1898

NEW YORK CITY

ANNOUNCE

Removal to No. 9 Church Street

with more commodious quarters, that we may be able to give even better attention to our constantly increasing business of

Blended Conc Flower Oils and Colors

Write for New Price Lists and Booklet of Toilet Requisite Formulae.

ECCO OILS

ECCO OILS

TRADE
MARK



FILTERS

*for Perfumes—Toilet Water—Tonics
Flavoring Extracts—Any Liquid*

Where perfect brilliance—a sparkling crystal-clear product absolutely free from all sediment and cloud, is wanted—

Use the **Kakimaco**

For a pulp filter—there never was anything so simple, easy to prepare, efficient. It's air-tight; leak-proof. 700-1000 gallons a day.

For small quantities—for filtering a number of different products a day—you must have a filter that is—

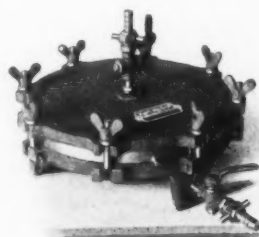
Made ready in a minute's time—Easy to clean—Air-tight—Good results.

That's the Monopad.

A good, strong filter that uses no gaskets or screens.

Get our catalog of over 20 Kiefer Filters. Our experimental laboratory is at your command.

THE KARL KIEFER MACHINE CO.
CINCINNATI, O.



GEO. V. GROSS & CO.
30 OLD SLIP NEW YORK

Essential Oils, Flower Concretes, Semiflors, Synthetics, Etc.

ROSE

Few as good. None better.

TRIAL OUNCE	-	-	-	-	-	\$ 3.00
ONE POUND	-	-	-	-	-	\$45.00

CENTIFOLIA

G. V. G.

No new creation of our laboratories, but the same Rose Base we have marketed for years with such phenomenal success that there are few perfumers of standing who are not using it in one form or another. They favor it because of its unvarying uniformity, its "compact" odoriferousness, its inimitable tone quality. Experience has convinced them that it is one of those very few all-round products that will stand up in every conceivable kind of toilet preparation, irrespective of the nature of its ingredients.

CHICAGO: 186 No. La Salle St



SELEX — A NEW CAPPING MATERIAL

We offer a new product for sealing and decorating cork or glass stoppered perfume, toilet preparation, pharmaceutical and other bottles, that will reduce cost—reduce labor—and increase output. Furnished in liquid form in colors shown above, viz, Silver, Orange, White, Black, Transparent, Blue, Red, Green and Bronze.

The bottles can be handled in groups—the dipping is done only once—dries quickly and firmly—is very tough and will resist rough handling.

Write for sample capped bottle and moderate prices

T. C. WHEATON CO.
EXPERT BOTTLE BLOWERS
 MILLVILLE, N. J., U. S. A.

New York Office
 165 Broadway



4 oz. Toilet Water C No. 4; Etched and Polished

PERFUMERS' BOTTLES
of SUPERIOR QUALITY



T. C. WHEATON CO.
EXPERT BOTTLE BLOWERS

MILLVILLE, N. J., U. S. A.

NEW YORK OFFICE: 165 Broadway

Société Chimique des Usines du Rhone PARIS

St. Fons and Roussillon (France)

La Plaine (Switz)

The World's Leaders in Quality and Uniformity

Rhodinol I and II Geraniol Extra
Citronellol ExtraThese very fine French products we have
in stock.Pre-war quality always maintained.
Prices very interesting.

J. & E. SOZIO, Grasse, France

Celebrated for Their Flawless Natural Products

Concretes from Pommades

On hand—Liquid Mousse de Chene prima. Oil of Neroli, Petales Extra.
Finest grade

Sole American Agents

ELSON & BREWER, Inc.

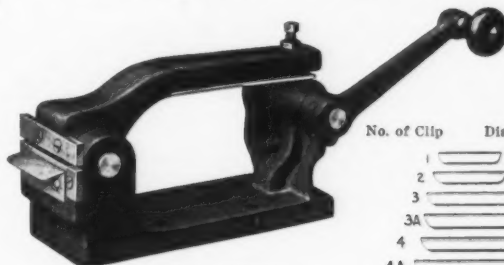
65 FULTON ST., NEW YORK

HAND TUBE FILLER

No. 4-A

Diameter 14"
Height 29"
Capacity
3 Gallons
Weight
85 Lbs.HOT WATER
BASE
Fills from 15 to
20 Tubes per
Minute
Tubes $\frac{3}{8}$ to $1\frac{1}{4}$ "
Diameter

No. 8 Folder

Folds from $\frac{3}{8}$ inch to $1\frac{1}{2}$ inch Tubes
BENCH SPACE 2 x 10 INCHES SHIPPING WEIGHT 10 LBS.TUBE CLIP HAND CRIMPER
Capacity 15 to 20 per minute
Will crimp Clips from the
smallest to 2 inches
Weight 20 lbs.
Tension adjustable
Bench space 5 x 15 inches

No. of Clip Diam. of Tube

1		$\frac{1}{2}$
2		$\frac{5}{8}$
3		$\frac{3}{4}$
3A		$\frac{7}{8}$
4		1
4A		$1\frac{1}{8}$
5		$1\frac{1}{4}$
6		$1\frac{1}{2}$
7		$1\frac{3}{4}$

THE CLIP THAT DOES NOT
CUT THE TUBEUse Clip Numbers when
ordering From 0 to 8
Larger sizes furnished
promptly

Tube, Jar or Powder Labor Saving Filling Machinery

Send for catalog of full line of hand and power equipment.

GEORGE G. RODGERS, SPRINGFIELD, OHIO



TO MAKE ONE IS AN ARTISTIC ACHIEVEMENT.
 MAKE A MILLION IS A SIGN OF SUPER-CRAFTSMANSHIP

Starting with raw copper and zinc, we produce the sheet metal and then manufacture it into thousands of articles. Hundreds of alloys best suited to your requirements are at your disposal to choose from in order to fulfill your needs. Perhaps you have in mind some article of individual design and exceptional quality which you wish in large quantities. We can make it for you. Let us quote on your next requirements.

SCOVILL MANUFACTURING COMPANY

ESTABLISHED 1802

WATERBURY, CONNECTICUT

NEW YORK

CHICAGO

BOSTON

CLEVELAND

PHILADELPHIA

GEORGE SCHMITT & CO. INC.

SUCCESSORS TO

SCHMIDT & CO.

Art Lithographers and Printers

ESTABLISHED 1874

**PERFUME LABELS, CARTONS
 AND DISPLAY SIGNS
 OF EVERY DESCRIPTION
 OUR SPECIALTY**

GRAND & FLORENCE STS.

BROOKLYN, N. Y.

NEW CREATIONS IN FANCY COVERINGS ON ROUND POWDER BOXES

Paper
Vanity
Boxes
our
Specialty



Better
Than The
Metal

Paper Lip
Stick Tubes

MARIUS MILOU & CIE
516 Fifth Avenue, New York City

BOX MAKERS
FOR 25 YEARS

FACTORY
MONTE LIMAR, FRANCE

“CENTIFLEUR”

Will help you to produce best quality odors.

“METHYL XYLIC ESTER”

Will help you to produce lasting odors.

SAMPLES UPON REQUEST

VAN DYK & COMPANY

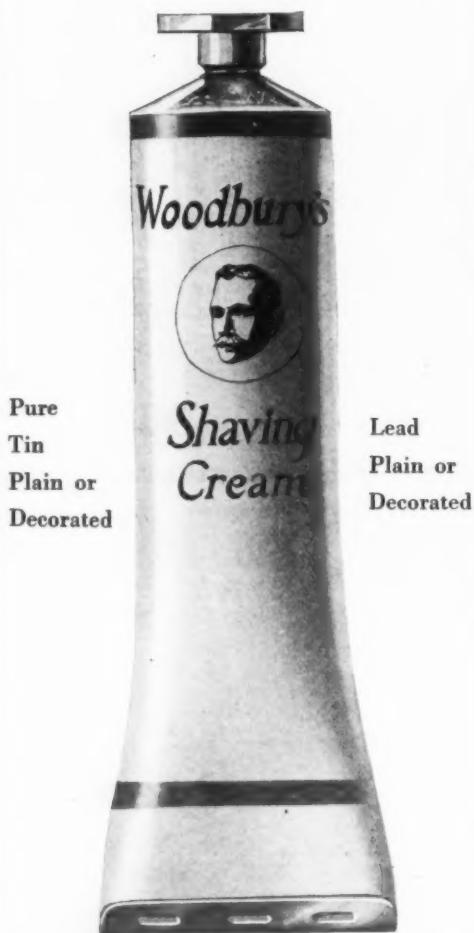
INC. 1904

4-6 Platt Street

New York, N. Y.

"The Modern Way"
**COLLAPSIBLE
 TUBES**

Guaranteed not to peel or crack



Pure
 Tin
 Plain or
 Decorated

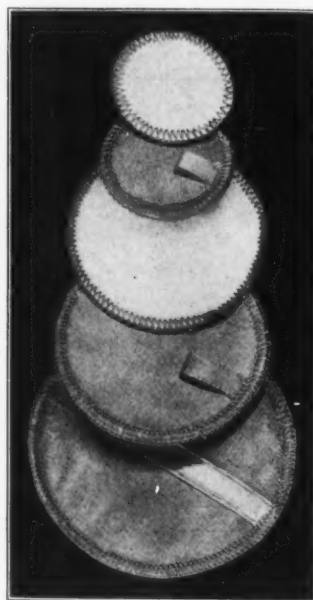
Lead
 Plain or
 Decorated

**WHEELING STAMPING
 COMPANY**

Factory
 WHEELING, W. VA.
 B. E. Stover, Sales Mgr.

Eastern Representative
GEO. K. DILLER
 90 West Broadway, New York

COMPACT PUFFS
 for
Vanity Rouge Boxes



MADE OF

High Grade Sterilized
**Lambskin, Lambs' Wool,
 Wool Eiderdown**

SATIN or **LEATHER** top, neatly
 finished with a **PURL EDGE** to
 match your particular package.

UNSURPASSED WORKMANSHIP

Let Us Quote You

THE COSIN CO.

FACTORY OFFICE & SALESROOM
 NEWARK, N. J. 200 Fifth Ave.
 NEW YORK

PAPER BOXES

*If it is a paper box
we make it.*

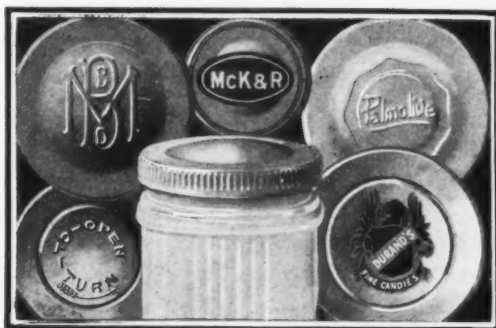
ARTISTIC paper boxes create that favorable first impression for your product in the mind of the buyer that leads to the sale.

We specialize in paper boxes. We can duplicate your present package or we will be glad to create a distinctive box for you.

Write for Samples and Prices.

Merle Sears Paper Box Co.
740-42 E. Main Street
DANVILLE, ILL.

What you should know about the Duplex Seal



3. Your choice of standard designs or your own special seals having your trade-mark handsomely embossed or lithographed.

BY no means the least of the many important advantages of the Duplex Seal is *its adaptability* to a practically unlimited variety of color, finish and design.

Increasing the *beauty* and *individuality* of the container. And adding much to its sales appeal.

1. Mechanical simplicity and scientific correctness — assuring an absolute and permanent air-tight seal.
2. Liners to meet chemical and physical requirements of the product.
3. Your choice of standard designs or your own special seals having your trade-mark handsomely embossed or lithographed.
4. Quick application by means of hand closing tools or power closing machines, where volume is necessary.
5. Two parts only. No springs, levers or wires liable to be broken by the customer.
6. Opened by quarter turn of the wrist. Closed with the same easy motion—a *positive* re-sealing device.

The Duplex Seal protects the products of hundreds of manufacturers of food products, toilet specialties, household remedies, candies, etc., against deterioration, evaporation or leakage.

Practically all glass manufacturers can supply containers with a perfect Duplex finish to fit Duplex Seals.

* * *

Interesting information regarding the glass package art, artistic Seal designs, Seal liners to meet special chemical reactions, etc., gladly furnished by our Service Laboratories to manufacturers. Our new catalog is interesting.

The
Duplex Seal
A PERFECT SEALING & RE-SEALING
CAP FOR GLASS BOTTLES & JARS

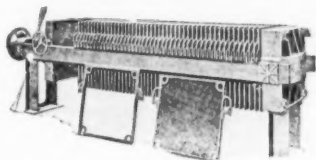
NATIONAL SEAL COMPANY, Inc.
Executive Offices - 14th Avenue and 36th Street, Brooklyn, N.Y.
Works - BROOKLYN, N.Y. PORTLAND, ME.

Duplex Seals manufactured and sold by The Canadian
Bond Crown Co., Ltd., 75 Panet Street, Montreal

Filter Your Liquid Soap

The quickest and most economical method of filtering Liquid Soap is by means of a

SHRIVER Filter Press



This method assures a clear, brilliant material which is very attractive.

If you are desirous of learning more about the filtration of liquid soap by means of a filter press—write us. We maintain a Service Bureau for just such a purpose.

T. SHRIVER & CO.

890 Hamilton St.

Harrison, N. J.

The Lorscheider-Schang Company

45 ANDREWS ST., ROCHESTER, N. Y. 1133 BROADWAY, NEW YORK CITY



$\frac{3}{4}$ Actual Size

Specialists in Fine Boxes

FOR

**Complexion Powders and
Perfumery**

This Company has for many years held a leading position in manufacturing boxes for the Toilet Goods Trade.

We solicit inquiries from responsible concerns in this line.

IMPORTED

Fancy Papers for Box Coverings

Our extensive line of Box Covering papers will fill every need of the manufacturer of perfumes and toilet preparations.

Write for samples.

WHITING-PATTERSON COMPANY, INC.



265 Canal Street, New York City

Sole selling agents in the U. S. for Keller-Dorian,
Silvin & Company, Fancy Paper Manufacturers,
Lyons, France.

DO YOU BUY?

COLD CREAM
VANISHING CREAM
MASSAGE CREAM
BEAUTIFIERS
LOTIONS
HAIR TONICS
FACE POWDERS
TALCUM POWDERS
COMPACTS
TOILET WATERS
PERFUMES

In Bulk or Under Your Own Label?

If you do, Get our prices, then compare our products with what you have been using. Your Formulae or ours.

R. J. S. LABORATORY

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Chicago

Use
HAMPDEN
FANCY
BOX
PAPERS
Exclusive
Designs

WRITE
FOR SAMPLES

HAMPDEN GLAZED
PAPER & CARD CO.

HOLYOKE
MASS.

BOTTLES

For Perfume

**FINEST QUALITY
GLASS**

Exclusive Patterns

**VANITY
VIALS**

In Many Styles

**FINE PAPER
BOXES**

SATISFACTION GUARANTEED

W. JOHN BUEDINGEN

Five Sixteen Fifth Avenue
NEW YORK CITY

Chicago Office

738 First National Bank Bldg.

Seattle Office

REYNOLDS-LETTERMAN CO.

RICHARD HOFMANN

California Representative
212 W. 11th STREET, LOS ANGELES

TEAR OFF THIS AD.

Mark a cross (X) in the space before items you desire information on, sign your name and address, and mail to us.

AUGUST GIESE & SON

162 WILLIAM STREET

NEW YORK

<input type="checkbox"/>	TERPENELESS OIL LEMON
<input type="checkbox"/>	" " ORANGE
<input type="checkbox"/>	" " LIMES
<input type="checkbox"/>	" " BERGAMOT
<input type="checkbox"/>	" " LAVENDER
<input type="checkbox"/>	" " CASSIA
<input type="checkbox"/>	" " SASSAFRAS
<input type="checkbox"/>	" " PETITGRAINS
<input type="checkbox"/>	" " FENNEL
<input type="checkbox"/>	" " BAY
<input type="checkbox"/>	" " EAU DE COLOGNE
<input type="checkbox"/>	" " EAU DE QUININE
<input type="checkbox"/>	FRENCH FILTER PAPER
<input type="checkbox"/>	OIL ROSE, ARTIFICIAL
<input type="checkbox"/>	GINGERINE
<input type="checkbox"/>	CAPSICINE
<input type="checkbox"/>	FELT FILTER BAGS
<input type="checkbox"/>	FILTERMASSE, IMPORTED
<input type="checkbox"/>	KIESELGUHR
<input type="checkbox"/>	FILTER APPARATUS
<input type="checkbox"/>	BEVERAGE COOLERS
<input type="checkbox"/>	TRUE FRUIT AROMA ESSENCES
<input type="checkbox"/>	CONCENTRATED RASPBERRY, ARTIFICIAL

YOUR NAME AND ADDRESS HERE

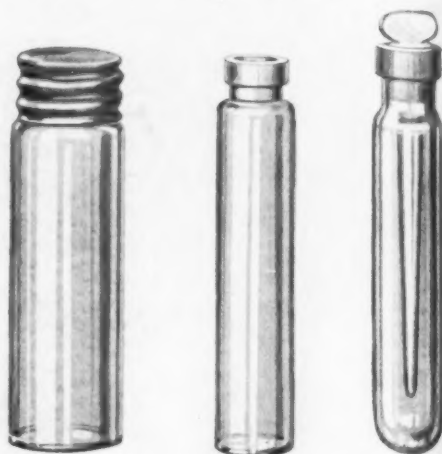
RUTH GLASS CO.

GEORGE G. McCASKEY, Rep.

Phone: Barclay 0518

53 Park Place New York, N. Y.

QUALITY AND MOST ATTRACTIVE PRICES



Above are but a few of the large and varied line manufactured complete by us

Factory: Conshohocken, Pa.

Fabrique de Parfums artificiels et synthétiques

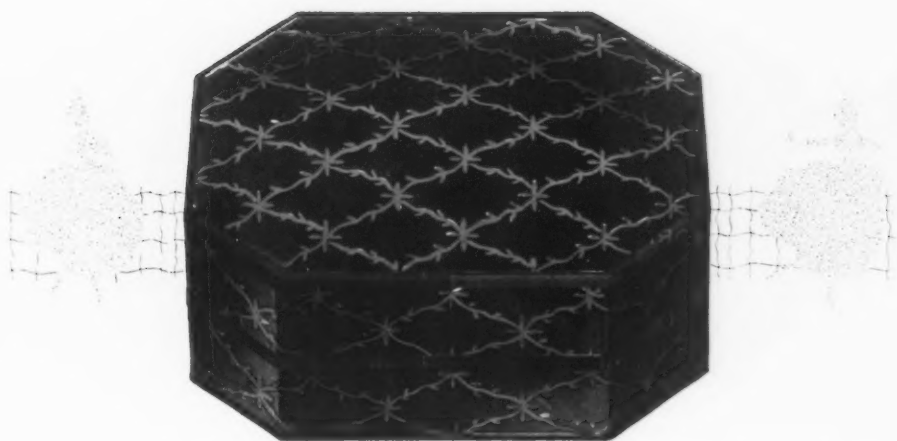
J. YVON

Paris—35 Boulevard Magenta—Paris

Spécialités

Néroly fleurs	Oranger fleurs
Vrai Ambre	Super-Jasmin
Super-Origan	Rose du Maroc
Rose J.	Fleur de Pommier
Civette d'Ethiopie	
Etc.	

Inquiries are invited
for samples and prices



Beauty Creates a Buying Impulse

THE Drug, Perfumery and Allied Industries are preeminently those in which the chief appeal must be to the buyers' sense of beauty. Manufacturers in these markets are competitors not only in regard to the quality of their products, but equally in the manner of presenting them.

The first requisite to a sale is a charming package; and a ROWELL paper box makes an irresistible bid to good taste.

E. N. Rowell Co., Inc.

Batavia, New York



Pencil Box—one of our many specialties

E. N. ROWELL CO., INC.,

Paper Box Mfgs.
Batavia, N. Y.



FOR the handling of large quantities of small boxes of every description for the Drug and Allied industries, our Factory is equipped with modern, automatic machinery that is the last word in paper box manufacture.

But the mechanical features of our work are no more important than the quality of our service.

E. N. Rowell Co., Inc.

Batavia, New York

AN INVESTMENT THAT PAYS

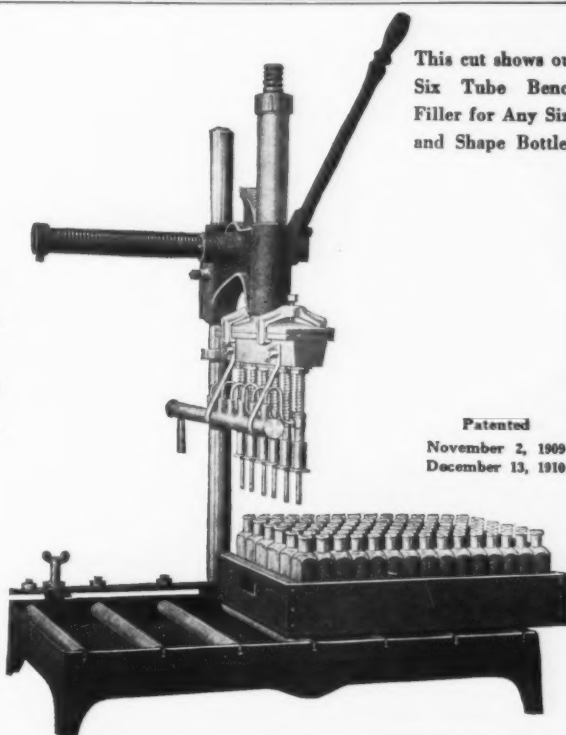
THE HALLER

Automatic Rotary and Bench
Filling Machines for all pur-
poses.

MANUFACTURED BY

McKenna Brass & Mfg. Co., Inc.

First Avenue, Ross and Water Streets
Pittsburgh, Penna., U. S. A.



This cut shows our
Six Tube Bench
Filler for Any Size
and Shape Bottles.

Patented
November 2, 1909
December 13, 1910

MAKE YOUR LARGE COMPACTS

ON THE

ALEXANDER PAT'D. COMPACT ROUGE MACHINE

MAKES ANY SIZE COMPACT



FORMULAE FOR COMPACTS

Furnished Free to Clients.
**ROUGE & POWDER
COLORS**

Geranium Red A-790—
Maroon A-145
French Washed Ocher,
Peach Base
Ultramarine Blue—Indian Red

**Price Guaranteed
During 1922**

Compacts Made the "ALEXANDER
WAY" Ride All Shocks and

*Arrive at Destination in
Perfect Condition*

Formulas furnished for Toilet
Preparations, Perfumery, Liquid
Soaps, Shaving Cream, Tooth
Paste, Pharmaceuticals, Etc.

Consulting Service on Yearly Contract

A. ALEXANDER 1123 Broadway New York

Room 715



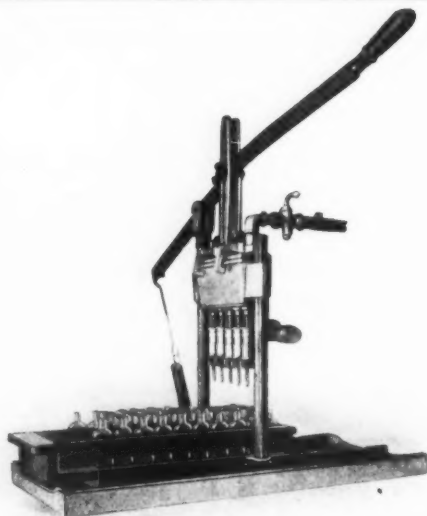
A Visualization of your finished tube

(Patent Pending)

Are you going to pack your product in tubes? Do you want to change your present tube to one with a more attractive design? *We will make an original design for you—something out of the ordinary.* It will be attractive and will

carry selling force. We will submit this to you in the form and colors of the finished tube—an *actual tube* (patent pending) for which we will make no charge. And should you favor us with your order, you will agree that no tube could be made better, either mechanically or artistically.

VICTOR METAL PRODUCTS CORPORATION, 29 BROADWAY, NEW YORK



INVESTIGATE

THE "Success" Bottle Filler

Accurate and rapid filling of any size or shape bottle.

Made in all capacities for both hand and automatic operation.

Over Thirty Years' Experience in the Manufacture of Filling Machines.

"The Liquid" Carbonic Company
CHICAGO
3100 S. Kedzie Avenue
Branches in all principal cities.

FERDINAND BUEDINGEN COMPANY, Inc.
ROCHESTER—NEW YORK



FINE PAPER BOXES

Equipped to handle large contracts
Hand and Machine Made Boxes

NEW YORK REPRESENTATIVE
W. JOHN BUEDINGEN
516 FIFTH AVE.

CHICAGO REPRESENTATIVE
KATHRYN L. ROSE
38 SO. DEARBORN ST.

**TO PREVENT DRYING OUT OF
TOOTH PASTES**

Shaving creams, etc., and in general to insure a perfectly air-tight tube, use our

NACO

Compressed Cap Discs

This important detail is of as much consequence as a correctly made tube.

Our Cap Discs run 100% perfect and can be had either plain or paraffined.

Write us for samples.

NATIONAL CORK PRODUCTS, Inc.

Manufacturers of
Natural and Composition Cork Products

357-359 Ogden St., NEWARK, N. J.

**BENDIX
PAPER CO.**

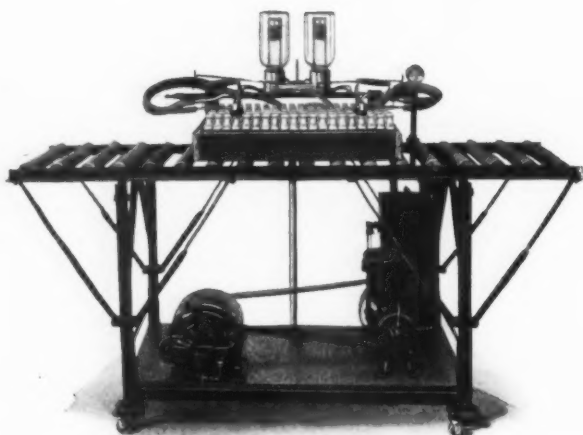
Paper Specialties for Perfume and Soap Manufacturers

67-69 IRVING PLACE
NEW YORK

A TOUCH of distinctiveness may be obtained in any soap and perfume package by using French Bendifane (Manufactured by Compagnie La Cellophane, France).

It is furnished in any desired color to completely harmonize with your product. Send for Samples and Prices.

Fills Any Bottle—Sprinkler or Ordinary Top



The original vacuum filling machine—perfected and brought within the reach of all makers of perfumes, extracts, etc. Works equally well with any liquid or semi-liquid. Used in over 300 plants.

Rejects all cracked and broken bottles. Prevents overflowing.

Fills 1 dram to 1 gallon. We also build larger machines to fill several different liquids at one time; also to handle bottles of different size and shape at one time.

International Filler Corp.
PETERSBURG, VA.

Middle West Representative

G. E. TERWILLIGER

125 South Oak Park Ave. Oak Park, Ill.

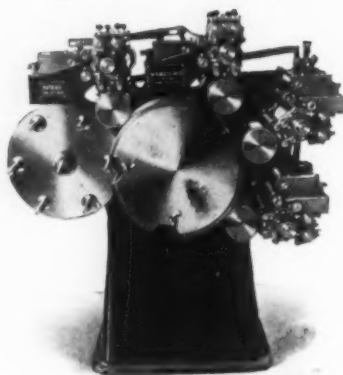
NEW YORK OFFICE:

FLATIRON BUILDING

W. M. ROGERS, Manager

Ashland 7725

Rutherford Collapsible Tube Printing Machine



The most modern and efficient machine for decorating collapsible tubes in one, two, three or four colors in one operation.

Full particulars furnished upon application.

THE FUCHS & LANG MFG. CO.

119 West 40th Street,
New York, U. S. A.

YARA-YARA NEROLIN (Crystals)

HEWES LABORATORIES

N. 13th & BERRY STS. BROOKLYN, N. Y.

EMBOSSSED SEALS and PRINTING

Our Specialty is catering to the Perfume, Cosmetic and Chemical Trade.

If you use printed labels for Compacts, Eye Brow Pencils, Lip Sticks, Mascaro, Toilet Preparations, or a Display Card, Price List, Catalogue, in fact, anything in the printing line, we can give you Complete Service, from writing your copy to the finished product.

Our advice is free. Let us put our heads together on your next job, no matter how small.

CALL Williamsburg 5180.

ACME SEAL & LABEL CO.

172-174 Lorimer St., Brooklyn, N. Y.

FLORASYNTH LABORATORIES, INC.

EXECUTIVE OFFICES AND WORKS
UNIONPORT, NEW YORK

DIETHYL PHTHALATE C. P.

Odorless
Spot

Water White
Contract

We are supplying this material to a few of the leading distilleries who have given us testimonials to the super-excellence of our product. We guarantee full conformity to all government specifications. We have carried on considerable research work with the use of Specially Denatured Alcohol Formula No. 39B in the preparation of Perfumes, Toilet Waters and Hair Tonics, and will be more than pleased to give you the full benefit of our experience in any of your problems. If you are already a user of Formula No. 39B specify the denaturant you want **DIETHYL PHTHALATE FLORASYNTH**.



Specialists in Papers for Perfumers

WE offer a wide variety of fancy papers, colored wrappings, glassine, etc., to suit every need for box covering for perfumes and Toilet Preparations. Glassine envelopes a Specialty.

Write for Samples and Quotations

Domestic Mills Paper Co.
96 Reade St. New York, N. Y.

MIRRORS

HIGHEST quality
genuine silvered
mirrors made with
the best quality of
grade A glass for all
shapes and sizes of com-
pact boxes at attractive
prices.

*Write for samples and
quotations*

Royal Mirror Works
187 Mercer Street New York, N. Y.



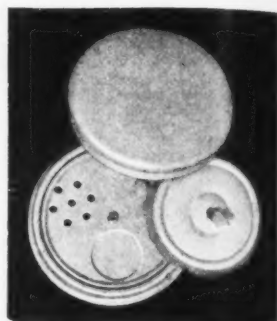
Celluloid Boxes

are steadily gaining favor because they are more distinctive, sanitary and rich looking. The logical container for quality goods.

We make a complete line of boxes for Powder, Polish, Rouge, etc., and the largest line of Vanity Cases in the U. S. A. Write for samples and prices.

THE WESTERN NOVELTY MFG. CO.

1536-40 E. 49th St.,
Cleveland, O.



TRADE **HENASOAP** MARK

REG. U. S. P. OFF.

EGYPTIAN HENNA SHAMPOO

HENASOAP SHAMPOO is a combination of the active coloring principles of Hopkins Egyptian Henna with Hopkins Neutral White Soap—delicately perfumed.

HENASOAP SHAMPOO gives a rich, creamy lather, cleanses the scalp—gives a glint to the hair and makes satisfied customers

HENASOAP SHAMPOO is sold to manufacturers only

Send for Sample and Quotation

J. L. HOPKINS & CO.

100 WILLIAM STREET

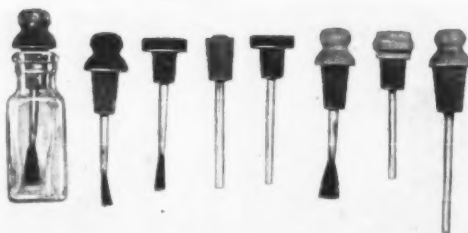
IMPORTING DRUG MERCHANTS

NEW YORK CITY

Camel Hair Brushes, Glass Rods with Cork or Cap

WILL help the sale of toilet preparations and drug specialties. Designs to suit your needs.

Write for Samples



NUMEROUS designs in stock or made to order to fit your needs. Figures 3 and 5 in illustration have rubber stoppers.

Write for Samples

BENTON, HOLLADAY & CO., 368 W. 30th St., New York, N. Y.

Tycos temperature instruments



for greater efficiency in processes and more uniform quality in products. A specific request from you will bring a helpful answer from us.

Taylor Instrument Companies
Rochester, N.Y., U.S.A.

There's a Tycos and Tycos temperature instrument for every purpose



THEODOR LEONHARD WAX CO.

(Established 1852)

SPECIALTIES

Pure White, Sun Bleached Beeswax, Pure Refined Yellow Beeswax.

Specify "T. L." Brand Pure White Beeswax. Guaranteed under food and drugs act, June 30th, 1906 Serial No. 4068.

Long Distance Telephone: Lambert 8183

HALEDON, PATERSON,

NEW JERSEY

DESCOLLONGES FRERES

LYON, FRANCE

We specially recommend our

ANTHEMONIA S.**CASSIE S.****NARCISSUS no. 48****OAK MOSS liquid B.**

Excellent and lasting odors. Very powerful; good yield. Prices very low.

PLEASE WRITE FOR SAMPLES.

Sole agents in
United States and Canada**BENJ. FRENCH, INC.**

160 Fifth Avenue

New York

**STOCK
LABELS**for
**TOILET
PREPARATIONS**SAMPLES SENT
ON REQUEST**THE QUALITY LABEL COMPANY**
120 WEST 32nd STREET
NEW YORK

DECORATED

PLAIN

HYGULOID
NON-METALLIC**COLLAPSIBLE TUBES***No Metal Touches the Contents*It pays to advertise. That is why decorated tubes are so popular. **HYGULOID TUBES** permit the decoration to last until the tube is empty. The entire contents is removed by **SQUEEZING** and not by **FOLDING** the tube. The tube retains the same shape when empty as when full.*Samples and Quotations Gladly Submitted***HYGIENIC TUBE COMPANY**

88-90 McWhorter St.

Newark, N. J.

PETITESAluminum Case
1/8 oz. Size Only1/8, 1/4, and 1/2 oz.
CapacityGround
Elongated
Glass
Stoppers

Uniformity.

Quality
Superior to
Europe's
best.

Man'd by

**E. J. CALLAHAN & CO.**

231 N. FREDERICK ST., BALTIMORE, MD.



VELVO

FROSTING LIQUID

produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles—process is absolutely non-hazardous and no drying up—therefore, always ready for use.

Special prices on contract.

Trial quarts, \$3.00; Single gallons, \$7.50; 10 gallons or more, per gal., \$6.00

Packing Charges Extra.

L. REUSCHE & CO., 34 Union Square East, New York City

EST. 1881

NEUMANN-BUSLEE & CO.

321-323 N. Sheldon Street, Chicago

Telephone Monroe 1844 and 1845

MERCHANTS -:- MANUFACTURERS -:- IMPORTERS

DEALERS IN

Essential Oils, Drug and Chemical Specialties, Gums,
Certified Food Colors, Vanilla Beans, Olive Oil, Etc.

We specialize in the manufacture of high-grade Shampoo Soaps for the toilet preparation trade.

Liquid Shampoo, Shampoo Paste, Shampoo Base, Liquid Toilet Soap

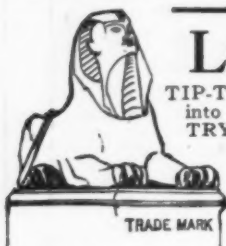
Many firms are using our Base Soap in making up their own solutions. It's a strictly pure, neutral, cocoanut oil, potash soap made expressly for liquid soap purposes.

We also make liquid Shampoo in 10 different brands and Shampoo Paste in 5 brands.

Write for samples and prices.

THE DAVIES-YOUNG SOAP COMPANY

Dayton, Ohio



TRADE MARK

REG. U. S. PAT. OFF

Labeling Pastes

TIP-TOP WHEAT PASTE POWDER. Made into a Paste with Cold, Hot or Boiling Water. TRY IT.

SPHINX PASTE—For high grade labels to glass or paper.

TINNOL—For plain or lacquered tins.

MACHINE GUM—For wood or paste-board.

CONDENSED PASTE POWDER—1 lb. makes 2 gallons snow white paste for general pasting purposes.

For further particulars write

The Arabol Mfg. Co.

100 WILLIAM STREET

New York

Glyzzerol B

A SUBSTITUTE
FOR

C. P. GLYCERINE

HENDERSON

LABELS

THE ATTACHED ARE A FEW REPRESENTATIVE NUMBERS FROM OUR LINE OF STOCK PERFUME AND TOILET PREPARATION LABELS. WE WILL BE PLEASED TO SEND OUR COMPLETE SAMPLE LINE, WHICH CONSISTS OF AN EXTENSIVE ASSORTMENT OF STYLES AND DESIGNS, FOR \$2.00. THIS AMOUNT TO BE CREDITED ON RECEIPT OF YOUR ORDER. ADDITIONAL INFORMATION ON REQUEST.



THE HENDERSON LITHOGRAPHING CO.

CINCINNATI, OHIO, U.S. A.



A MODERN plant and organization, equipped with up-to-date machinery and advanced methods find us ideally fitted for the production, lithographically, of an unsurpassed quality of exquisite labels and package dressings for perfume, toilet preparations, soap and kindred lines.

The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.

The Henderson Lithographing Company

Station H, Cincinnati, Ohio, U. S. A.



PFALTZ & BAUER, Inc.

300 Pearl St.

New York City

AGENTS FOR

E. de HAËN, CHEMISCHE FABRIK "List,"
AROMATIC AND SYNTHETIC CHEMICALS

E. SACHSSE & CO.,
ESSENTIAL OILS AND AROMATIC CHEMICALS

DR. F. RASCHIG, CHEM. FABRIK,
MUSCS

ALBERT SCHOLTZ, CHEMISCHE FABRIK,
SAPONINE

WOLL WAESCHEREI & KAEMMEREI,
"GOLDEN FLEECE" LANOLINE

Attention Manufacturers Selling The Southern Trade

Carolina Remedies Company, Inc., Union, South Carolina, located on two railroads, in the heart of the Piedmont Section of the South, occupying a reinforced concrete fireproof building with ten thousand feet of floor space, equipped with United States bottling, corking and bottle washing machinery; Ermold Labeling Machine, Belt Conveying Tables, glass lined Agitators, Mixers, and steam jacket Kettles; the J. H. Day Company powder mixers and fillers sufficient to mix, bottle, cork, seal and pack eighteen hundred dozen bottles every ten hours, where labor is cheap; wishes to contract to bottle Perfumes, Extracts, Creams and Proprietary Medicines or Powdered preparations, pack same, and deliver to the railroads for shipment on a basis that will save the distant manufacturer thousands of dollars in freight rates. As to their ability to carry out contracts, they refer interested parties to Dun's or Bradstreet's Mercantile Agencies or any Bank located in Union, S. C.

If interested address

**CAROLINA REMEDIES
COMPANY, Inc.**
UNION, SOUTH CAROLINA

Attention J. W. BUCHANAN, D. V. M., President

THE ALL AROUND AMERICAN LABEL HOUSE

FOR REFINEMENT
BEAUTY OF DESIGN
ALONG MODERN
LINES AND PERFECTION
OUR WORK SURPASSES
THE BEST EUROPE
HAS TO OFFER

FOR ARTIST
AND THE
RIGHT PRICE

BEST PRICE ON
PURE GOLD
LABELS BECAUSE
WE MANUFACTURE
OUR OWN PURE
GOLD PAPERS

NEW YORK
REPRESENTATIVE
W. JOHN BUDINGEN
316 FIFTH AVENUE
CHICAGO
KATHRYN L. ROSE
230 FIRST NATIONAL
BANK BUILDING

THE FOXON CO., INC.
PROVIDENCE RHODE ISLAND



**HEMINWAY
SILKS**

*An Exquisite
Final Touch!*

MUCH of the attention—and sales-value of toilet products depends on their artistic appearance. Note the final touch of richness that The Melba Mfg. Co. have added to their product (here illustrated), by tying it with Heminway Package Silks.

Made to match any shade of packing; for general use as well as for perfumes. Samples of five different qualities gladly sent on request.

THE H.K.H. SILK COMPANY
of N. Y., Inc.

120 E. 16th Street, N. Y. City
Dept. T

**CLASSIFIED
ADVERTISEMENTS**

The rate for advertisements in this section is 50c. per line per insertion. Please send check with copy. Address all communications to
PERFUMER PUB. CO., 14 CHM St., New York.

BUSINESS OPPORTUNITIES

WANTED—To purchase manufacturing plants with established business, in toilet goods, perfumes, flavors, proprietary medicines or specialties, dealing with the trade or through agents. State yearly business, lowest cash price, and full particulars. Duoform Co., Attica, New York.

Will pay a reasonable price to know how to make as good a Vanishing Cream as can be made. Information to include formula, machines and filling outfit. Reply in confidence, sending samples of what you can make to B. O. No. 980, care of this journal.

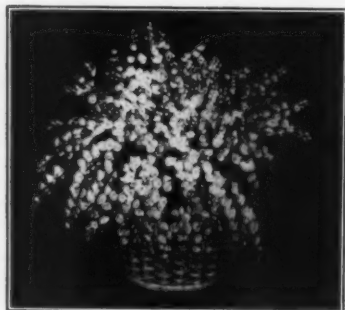
ODORLESS LIQUID SOAP—Will not get rancid. All coconut oil; less than 0.2% free alkali. Write for samples and terms regarding process. Address B. O. No. 981, care of this journal.

IMPORT DIRECT FROM THE PRODUCING COUNTRIES AND SAVE MIDDLE-MAN'S PROFIT.

WRITE US FOR: COCONUT OIL,
CITRONELLA OIL, PATCHOULI OIL,
CANANGA OIL, VETIVER OIL,
QUALITY GUARANTEED.

S. T. KWA & CO.,
64/65 MARKET STREET, SINGAPORE.

(Continued on page 108)



**The Irresistible Charm of
Lilies of the Valley Per-
fectly Reproduced**

The irresistible charm of living Lilies of the Valley—always a favorite for perfumes and toilet waters when feminine fancy is consulted—is perfectly reproduced in Oil Lilies V. D.

Our chemists have solved the problem of reproducing with indistinguishable exactness the delicacy and pervading aroma of the living flower.

**SUITABLE FOR PERFUMES AND TOILET WATERS
FOR TOILET WATERS**

$\frac{1}{2}$ ounce to the gallon, 50% alcohol
 $\frac{3}{4}$ ounce to the gallon, 65% alcohol

FOR PERFUMES

4 to 6 ounces to the gallon of alcohol

TRIAL OUNCE \$3.10

POUND \$48.00

L. A. VAN DYK
Manufacturing Chemist

110 West 14th Street
New York

1114 State - Lake Bldg.
Chicago

Shipkoff's Pure Otto of Rose

Nature ordained that Otto of Rose should have certain Chemical and Physical Constants. Oil can be blended—having the same Constants; but it will *not be Otto of Rose*. *Shipkoff's Otto of Rose is Nature's Otto*. The odor cannot be imitated.

Before placing your contract, be sure to get Shipkoff's sample and price, and try it. *Once Tried—Always Used*.

Highest Awards at All Universal Expositions—
Including Four Grand Prizes.

SHIPKOFF & CO.

Branch Office in Sofia

KAZANLIK, BULGARIA

Model steam factories in Kazanlik, Kalofer, Karlovo and Rahmanlari

American Distributors:

ANTOINE CHRIS CO., 147-153 Waverly Pl., New York, N. Y.



REPEAT ORDERS
FOR OUR STOCK LABELS
TELL THE TALE!
ENGRAVED LETTERING GIVES
THAT DISTINCTIVE LOOK

LABELS IN STOCK FOR

HAIR TONIC	SHAMPOO
TOILET WATER	CREAMS
BANDOLINE	COSMETICS
PERFUMES	EXTRACTS
TALCUM POWDER	WRAPS
SACHET ENV.	

SEND FOR OUR CATALOGUE OF
STOCK PERFUMERY LABELS

THE JARDEN LITHO.CO.
308-312 N. 10TH ST. PHILA., PA.

Why Should High Prices Inspire You With Confidence?

Some people live on trial orders and must get high prices—We live on re-orders and can take a legitimate profit.

Have you ever tried our

**65% Soluble Coconut-Oil Base
Crystalite Coconut-Oil**

Shampoo

Brasco Essential Oils

Creams—Lemon—Cold and

Vanishing

Ask for samples and prices

BRANSCOMBE CHEMICAL CO., Inc.

30 Church St. - New York

(Continued from page 106)

BUSINESS OPPORTUNITIES

HOP OIL distilled from choice German hops. Four drops sufficient to flavor one barrel of beer. Excellent when added to toilet waters, lavender, etc., for linen sprays. \$10 per bottle of 500 drops. Sample bottles 210 drops \$4.00. Horst Co., 200 Broadway, New York.

FOR SALE—7 bags imported talc, partly Italian; lot Sympleur oils, essential oils, perfume materials, 15,000 straw paper cans 3 inches high by 1½, sieves, orris root and other powders, Hunter's sifter and mixer, etc. Write for list, Box 518, Poughkeepsie, N. Y.

FOR SALE—Old established Toilet Goods, Perfumery and Flavoring Plant. Present business without effort about \$20,000.00 per year. Could easily be made \$60,000.00 and more. Business in A-1 condition. Has about 600 established agencies and good mail order business. Unlimited possibilities. Ill health and other business interests necessitate sale. Address Perfumer, Box S, Station A, Chattanooga, Tenn.

FOR SALE—Manufacturing business; toilet articles, perfumes, etc. Goods sold to stores. Average business yearly \$20,000.00 without newspaper or magazine advertising. Could be greatly increased by sales organization and advertising. Other interests necessitate sale. Address B. O. No. 972, care of this journal.

FOR SALE—New Elliott Addressing Machine and Stencils for 28,000 retail druggists covering entire country. Also department store and complete jobber stencil files. All in first class condition. For further particulars address the Glazo Company, 323 Blair Avenue, Cincinnati, Ohio.

(Continued on page 110)



ESTABLISHED 1890

FOREIGN—TALC—DOMESTIC

KAOLIN

ZINC OXIDE

MAGNESIA CARBONATE

SOAP POWDER

ZINC STEARATE

PREPARED CHALK

PRECIPITATED CHALK

Light, Medium, Heavy, Dense and Free Flowing

STARCH

INFUSORIAL EARTH

WHITTAKER, CLARK & DANIELS, INC.

IMPORTERS AND EXPORTERS

250 Front St.

New York



Liquid Shampoo

115 Ninth St., B'klyn, N. Y.

COCOA BASE SOAP
OLIVE BASE SOAP
SHAVING CREAM
CASTILE SOAP
LIQUID SOAPS
U. S. P. 9th GREEN SOAP

Silver King

45%

Pine Tar

Quinine

Opal Olive

AMOLE PRODUCTS

Have given the trade the utmost in satisfaction for over 35 years. Selection of the highest types in raw materials combined with formulas of long proven merit enable us to supply products of a very superior quality. Full description of quality and prices on the following sent you on request.

LIQUID SHAMPOO—PASTE SHAMPOO—LIQUID SOAP—SOAP BASE—PRIVATE BRANDS OF SHAVING AND TOILET SOAPS—BULK SHAVING CREAM, TOOTH PASTE, COLD CREAM, ROSE CREAM.

AMOLE SOAP CO. TIPPECANOE CITY, OHIO

TUBE CLIPS FOR COLLAPSIBLE TUBES



Made of nickel zinc and will not rust. Eight sizes carried in stock for prompt delivery.

Diameter Tube—Length Clip	Diameter Tube—Length Clip
1/8 Inch..... 13/16 Inch	1 Inch..... 1 9/16 Inch
3/8 " 1 " "	1 1/8 " 1 3/4 " "
1/2 " 1 3/16 " "	1 1/4 " 1 15/16 " "
3/4 " 1 1/2 " "	1 1/2 " 2 5/16 " "

THE H. C. COOK CO.
ANSONIA, CONN.

New York Office: 100 LAFAYETTE STREET

ROBERT NEUMANN

Manufacturer of

"QUALITY" Paper Boxes

Specialties:

Hand and Machine Made Face
Powder and Perfume Boxes

1401-1411 Plum St.

CINCINNATI, OHIO

PRIVATE BRAND

ONE QUALITY ONLY



MANUFACTURERS

**ROUGE and FACE
POWDER COMPACTS**

LIP ROUGE, LIP POMADE,
NAIL POLISH

(Cake form)

IN METAL and PAPER BOXES

Centrally Located for Quick Shipments

ABONITA COMPANY, Inc.

134 S. CLINTON ST.

CHICAGO

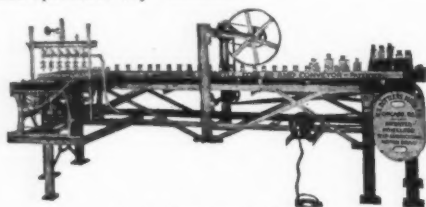
PRODUCTION?

Regardless of
your
capacity—
your
products—
your
financial
limitations—
there is
U. S. Equipment
to meet it



U. S. "Santo" Filling Outfit

No extended description is required to make the value of this complete little outfit obvious to every bottler. The U. S. "Pres-on-it" Hand Filler can be purchased separately if desired. Can be fitted with a special tube for filling the new "all-glass-sprinkler-top" bottles.



U. S. Combination Outfits

One of many U. S. complete filling, corking and conveying outfits that pay for themselves in short order.

Usually fitted with U. S. "Acme" Accurate Measure Filling Machines.



Model B-102 U. S. "Acme"
Accurate Measure Filler

Absolutely Accurate Filling

of all sizes and styles
of containers from
small vials up to 1 Gal.
packers with any kind
of free flowing liquids
or products filled in
hot fluid condition.

There's a Model to Fit Your
Purpose and Purse

U. S. BOTTLE MACHINERY CO.
INCORPORATED

BOTTLING AND PACKAGING ENGINEERS

EXECUTIVE OFFICES AND SHOPS

4017-4031 N. Rockwell St. Chicago, Ill.

Eastern Office and Display Room
15 Murray St., New York, N. Y.

(Continued from page 108)

BUSINESS OPPORTUNITIES

FOR SALE—Homeo Vials P/L 9 x 70 m/m, suitable for perfume; five hundred gross or any part of same @ 30c gross. J. W. Beavan, 405 Snow Bldg., Syracuse, N. Y.

GRINDING MILLS—Three Schutz-O'Neill 28" Style D limited Mills without vibrator feeder, but otherwise complete. One new, two used only short time. Price attractive for immediate sale. Write for further information. Address B. O. No. 982, care of this journal.

FOR SALE—Slightly used Colton Company No. 4 collapsible tube filling machine, No. 2 collapsible closing machine, No. 5 mixing machine. Will sell cheap. Machines good as new. Rynchart Products, Inc., 17 Fulton St., Brooklyn, N. Y.

HELP WANTED

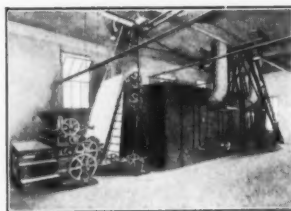
WANTED—To communicate with parties calling on department stores, etc., with perfumery articles to sell an attractive proposition on commission basis. Address H. W. No. 983, care of this journal.

Man who can sell medium and low priced talcum powder; an excellent chance for a thoroughly reliable man with references; this is an opportunity for a worker to develop with a small well financed concern of excellent connections. Address in confidence, with full particulars, E. T., Room 704. 45 Milk St., Boston 9, Mass.

WANTED—Salesmen calling upon the extract trade to make connection with Pacific Coast House handling Tahiti Vanilla Beans. Address H. W. No. 986, care of this journal.

(Continued on page 112)

DRYING



The "Proctor" Automatic Chip Soap Dryer

Transforms hot boiled soap into thin, uniformly dried chips in one continuous, rapid operation. Saves time, labor and space. Many installations prove it unrivalled for efficiency and economy. Send for a catalogue.

PROCTOR & SCHWARTZ, INC.
Formerly The Philadelphia Textile Machinery Co.,
Philadelphia, Pa.

"Proctor"
DRYERS

PURE TIN TUBES

Our tubes are decorated on modern offset presses using steel faced electrotypes.

The work is handled with a care that produces the most brilliant and clean cut effect possible to secure.

Such tubes have the highest advertising value and will help to sell your product.

PENNSYLVANIA COLLAPSIBLE TUBE CO.

WILLIAMSPORT, PA.



LET US FROST YOUR BOTTLES

(Try us on a sample lot, gratis)

Buy your bottles plain and get quick deliveries—then frost them as you need them, and cut down your dead stock.

We furnish the frosting compound if you prefer.

LOMBARD & HENRION

799 Greenwich St.

PHONE: WATKINS 7769

New York

THE TWITCHELL PROCESS

THE STANDARD METHOD OF
DEGLYCERINIZING
THROUGHOUT THE WORLD

Kontakt Saponifier

FOR HIGH GRADE FATS

Kontakt D. P. Saponifier

FOR LOW GRADE FATS

The Twitchell Process Co.

CINCINNATI, OHIO

BIGGER, BETTER, MORE ORDERS

Displaying Samples Quickly
Attractively, Convincingly in

KNICKERBOCKER

"MADE-RIGHT"

SAMPLE CASES



Write Dept. 80 Today for Portfolio of Photographs
Showing Designs of Cases for ALL Lines.

KNICKERBOCKER CASE COMPANY

Specialists and Original Designers

224 N. Clinton Street

CHICAGO

MANUFACTURERS of Perfumes, Toilet Articles and Accessories

WANTED

**Exclusive Sales Representation
for NEW YORK CITY**

Large Sales Agents, rated A A 1, are open to represent a few more manufacturers on commission basis. Have aggressive Sales Organization together with centrally located show-rooms and warehouses. Address B. O. No. 979, care of this journal.

—THE— All Milk Rolling Massage Cream

also

Cold Cream and Greaseless Cream

Fine Quality—Better Price

Send for price list.

AMERICAN PERFUMERY CO.
188 Grand St. New York, N. Y.

(Continued from page 110)

HELP WANTED

Chemist to take charge of synthetic perfume laboratory. Give reference in detail. Bayridge Labys., 547 Atlantic avenue, Brooklyn, N. Y.

WANTED—Salesman who can sell perfume materials, essential and compounded oils. Salary and commission. Must have experience. Address H. W. No. 984, care of this journal, or phone Beekman 7660.

Manufacturer of Powder Puffs has an unusual proposition for salesmen calling on wholesale drug and notion jobbers, also department stores. Mention territory and line carried. Address H. W. No. 985, care of this journal.

SITUATIONS WANTED

Perfumer, creative ability, 19 years' experience this country and abroad. Practical manufacturer of complete toilet specialty line and toilet soaps. Desires connection with first class house for immediate or future engagement. Capable of managing entire plant. Location immaterial. Address S. W. No. 987, care of this journal.

Perfumer—Accountant—Executive. Many years' experience. Highly recommended, desires proposition. Address S. W. No. 988, care of this journal.

Energetic young man with 7 years' experience would like to make connections with a first class essential oil house, familiar with the manufacture of ethereal fruit flavors, cold cream and synthetic flower oils. A. Koenig, 8423 109th St., Richmond Hill, L. I.

Young man 26 with one year manufacturing and 2 years in charge of finishing and manufacturing experience, desires position with toilet preparations firm. Address S. W. No. 989, care of this journal.

EAU DE QUININE—AROMATIQUE

Highly concentrated, specially distilled and compounded with a powerful spicy and penetrating odor so much desired in a Quinine Hair Tonic.

Leading perfumers and supply houses now using Eau De Quinine Aromatique state it is far superior in odor value than the French importation.

With each order for our Eau De Quinine Aromatique we will give you a complete formula for manufacturing a very high grade Quinine Tonic.

OUR GUARANTEE

Order a trial pound to-day. Test it out and if not entirely satisfactory to you, your money will be refunded by return mail.

EAU DE QUININE—AROMATIQUE

THE BEST QUININE TONIC ODOR IN AMERICA

Price Per Pound, \$10.00

Sample Ounce, \$1.00

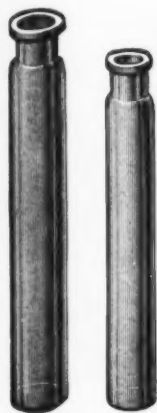


UNITED LABORATORIES

Manufacturers and importers of synthetic and artificial perfume materials. Complete line of compounded bases for perfumes and all toilet preparations

PHONE—Broad 4873.

11 South William St., New York



MACHINE MADE VIALS

Our vials are especially adapted
for the perfumery trade.
Write for prices.

KIMBLE GLASS CO.

VINELAND, N. J.

CHICAGO, ILL.

NEW YORK, N. Y.

STOKES TUBE & JAR FILLER

will keep your

FASTEST OPERATOR

busy.

Gears revolve only
when the material is
being expelled.

NO fluffing
air bubbles
spattering

Fills Accurately

Easily Adjusted

Easily Cleaned

Handles ALL Pastes,
LIGHT and HEAVY

Send for Circular



F. J. STOKES MACHINE CO.

6112 Tabor Road, Olney P. O.
PHILADELPHIA, PA.

Cl. Combes Laboratories

LYONS, FRANCE

FIXOL AZAROL BETULINE

POLIVIT

Nail Polish

In individual pencil containers

Marschat Import Co., Inc.

500 FIFTH AVE.

NEW YORK, N. Y.

Foreign Agencies

PARIS

LONDON

ANTWERP

PRAGUE

J. N. LIMBERT & CO.

12 South Marshall Street

PHILADELPHIA

Importers of Vanilla Beans

All Varieties

Wyrol

Reg. U. S. Pat. Off.

The Quality White Mineral Oil

For COLD CREAMS and LOTIONS

Absolutely colorless, tasteless and odorless

Our representative will call upon request

**CHEMICAL PRODUCTS DIVISION
STANDARD OIL CO. (NEW JERSEY)
44 BEAVER ST., NEW YORK**

BUYERS OF MASCARO STYLE BOXES

Will be interested in our perfected method of production on this type of box. It provides perfect fitting boxes with exceptional strength. The cost is lower.

**PICTORIAL PAPER PACKAGE
C O R P O R A T I O N**

General Office: Aurora, Ill.

Chicago Office: Erie and Green Sts.



MAKERS OF SOAP
NEARLY HALF A CENTURY

HARRAL SOAP COMPANY, Inc.

132 TO 136 HAVEMEYER STREET

246 TO 250 SO. FIRST STREET

BROOKLYN. N. Y.

SHAMPOO BASE
LIQUID SHAMPOO
LIQUID TOILET SOAP
SURGICAL GREEN SOAP
SHAMPOO PASTE

POWDERED SOAP
U. S. P. CASTILE BARS &
POWDERED
SHAVING POWDER
TOILET AND BATH SOAPS

INDEX TO ADVERTISEMENTS

Abonita Co., Inc.	109	Consolidated Fruit Jar Co.	117	H. K. H. Silk Co.	106
Acme Seal & Label Co.	100	Cosin Co.	92	Hammill & Gillespie	79
Addison Litho Co.	10	Court Bruno Societe Anonyme	17	Hampden Glazed Paper & Card Co.	95
Alderman-Fairchild		Insert between 16 and	17	Harral Soap Co.	114
Alexander, A.	41			Heine & Co.	25
Allen & Sons, Ltd., Stafford.	97			Helter, H. L.	6 and 7
Alsop Eng. Co.	118	Davies Young Soap Co.	104	Henderson Lithographing Co.	105
American Can Co.	9	DeJonge & Co., Louis	42	Insert between 104 and	105
American Distilling Co.	46	DeLaire, Fabriques	42	Hewes Laboratories	100
American Perfumery Co.	112	DeLorme-Holman Co.	39	Hopkins & Co., J. L.	102
Amole Soap Co.	104	Delphi Products, Inc.	15	Houchin-Aiken Co.	73
Arabol Mfg. Co.	109	Dennison Mfg. Co.	71	Hugues Aine	26 and 64
Armstrong Cork Co.	104	Dreyer, P. R.	18 and 19	Hygienic Tube Co.	103
Atlantic Mfg. Co.	86	Descollonges Freres	103		
Insert between pages 80 and	81	de Tena, Hijos de Luca	49		
Atlas Label Co.	116	Insert between 48 and	49	Illinois Glass Co.	48
		Diller, Geo. K.	92	Imperial Metal Mfg. Co.	
Barrett & Co., M. L.	20	Dodge & Olcott Co.	42	Insert between pages 80 and	81
Baxter Paper Box Co.	45	Domestic Mills Paper Co.	101	International Filler Corp.	100
Belgian Trading Co., Inc.	52, 53 and 55	Donellan & Co., O.	15	Innis, Speiden & Co.	56
Bendix Paper Co.	99	Dupont, Justin	31	Inwald Co., Joseph	82
Benton, Holladay & Co.	102	Duval Compagnie	72	Inyo Talc Co.	33
Berg, Ind. Alc. Co., David.	28			Ising Corp., C. E.	39
Bermond, Auguste	19	Economic Machinery Co.	77		
Insert between 48 and	49	Eddy, H. W., "The Bond Man"	66	Jarden Litho Co., The	107
Bertrand Freres	19	Elson & Brewer, Inc.	89		
Bond Mfg. Co.	21	Essential Oil Company	85	Kiefer Machine Co., Karl	88
Branscombe Chem. Co., Inc.	108	Evergreen Chem. Co.	87	Kimble Glass Co.	113
Brass Goods Mfg. Co.	78			Klar, Adolph	49
Bridgeport Metal Goods Mfg. Co.	61	Federal Products Co.	22	Knickerbocker Case Co.	111
Brown Co., Inc., O. A.	36 and 37	Filler Machine Co., Inc.	63	Kranich Chemical Co.	109
Buedingen, Co., Ferdinand	99	Florasynth Laboratories, Inc.	101		
Buedingen, Wm., & Son.	35	Florome Chemical Co.	85		
Burt, Co., Ltd., F. N.	95	Foxon Co., Inc., The	105		
Bush & Co., Inc., W. J.	1	French, Inc., Benj.	103	Lanig, E. M.	38
		French, Cosmetic Mfg. Co.	29	Lautier Fils	23
Callahan & Co., E. J.	103	Fries & Fries	5	Lemoine, Inc., Pierre	33
Carr-Lowrey Glass Co.	16	Fritzsch Brothers, Inc.	4	Levy, Maurice	78
Carolina Remedies Co., Inc.	105	Fritzsch & Co., Franz	72	Lightfoot Schultz Co.	—
Chemical Works, Flora	37	Fuchs & Lang Mfg. Co.	100	Limbart & Co., J. N.	113
Chris Co., Antoine	8 and 105			Liquid Carbonic Co.	98
Christoff, Christo		Gair Co., Robert	57	Lombard & Henrion	111
Insert between 16 and	17	Giese & Son, August	96	Lorscheider-Schang Co.	94
Cook Co., The H. C.	109	Givaudan & Co., L.	3	Lueders & Co., George	2 and 3
Colton, Arthur, Co.	118	Globe Collapsible Tube Corp.	87	Insert between 48 and	49
Combes, Cl.	113	Goertz & Co., Inc., Aug.	27	McBrady Bros. Sales Corp.	116
Commercial Labys, Inc.	83	Gomez & Sloan	68	McKenna Brass Mfg. Co.	97
Commonwealth Chemical Corporation	25	Gross & Co., Geo. V.	88		
		Guerin-Pouyat-Elite, Ltd.	84		

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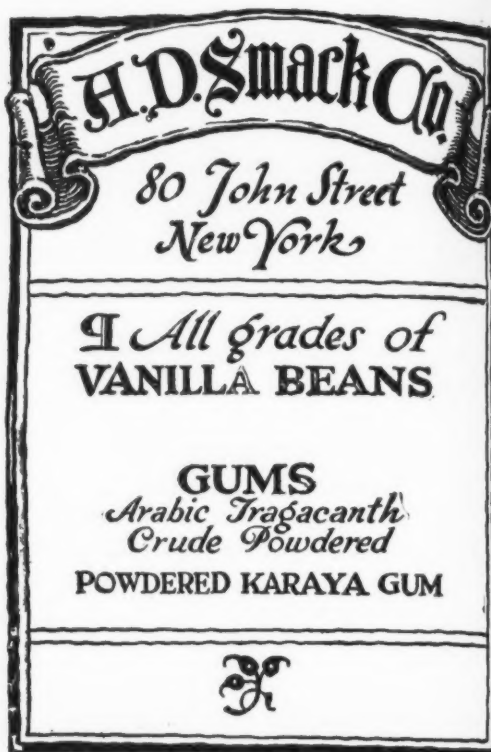
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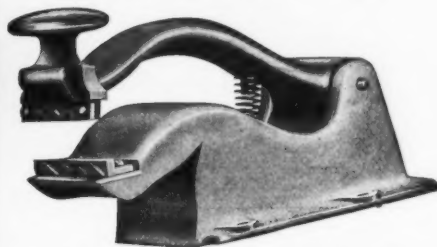
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INDEX TO ADVERTISEMENTS—Continued

Magnus, Mabey & Renard, Inc.	14	Pennsylvania Coll. Tube Co.	111	Swindell Bros.	34
Manhattan Label Co.	118	Perfumers & Jewelers Box Co.	81	Synfleur Scientific Laboratories	
Marangolo & Figli Fisco.	54	Pfaltz & Bauer	105	Insert between 8 and 9	9
Marschat Import Co., Inc.	113	Pictorial Paper Package Corp.	114		
Mechanical & Chemical Equipment Corp.	83	Plar Freres	36		
Merle Sears Paper Box Co.	93	Plumly, Eugene K.	43	Taylor Instrument Co.	102
Mero & Boyveau, J.	15	Plymouth Organic Laboratories	80	Thurston & Braidich	119
Metal Package Corp.	41	Polak & Schwarz	110	Tin Decorating Co.	12 and 13
Milou & Cie, Marius	91	Proctor & Schwartz, Inc.	110	Tombarel Freres	45
Millville Bottle Works	60			Todd Co., A. M.	74
Monegal Sociedad Anonima	49			Trece Labys	
Insert between 48 and 49	24	Quality Label Co.	103	Twitchell Products Co.	111
Monsanto Chemical Works	24	R. J. S. Laboratory	94		
Morana, Incorporated	17	Reusche, L. & Co.	104	Ungerer & Co.	Inside Front and Back Covers, 26 and 64
Insert between 16 and 17	23	Ritchie, W. C. & Co.	119	United Laboratories	112
Morel & Co.	17	Rodgers, Geo. G.	89	U. S. Bottlers Machinery Co.	110
Muhlethaler Co., Ltd.	23	Roeurmond Chem. Co. Works	43	U. S. Ind. Chem. Co.	115
Insert between 16 and 17	17	Rossville Co., The	57		
		Insert between 56 and 57	30		
Naarden, N. V., Chem. Fab.	18	Roure-Bertrand Fils	30	Valacia Products Corp.	70
Nadal & Desparmet	52	Rowell Co., E. N.	97	Valmont Mfg. Co., Inc.	69
Naef & Co., M.	67	Insert between 96 and 97	101	Van Ameringen, A. L.	17
National Aniline & Chem. Co.	67	Royal Mirror Works	116	Van Dyk & Co.	91
National Cork Products, Inc.	99	Rub-no-More Co.	96	Van Dyk, L. A.	106
National Seal Co., Inc.	93	Ruth Glass Co.	81	Verley, Albert	15
Neuman-Buslee & Co.	104	Ryland, H. C.	2	Viard & Mouquet	Insert between 16 and 17
Neuman, Robert	109	Sabrane, Fabrique de la.	54	Victor Metal Prod. Corp.	93
New England Collapsible Tube Co.	40	Schmidt, Julius, Inc.	90		
Northwestern Chemical Co.	82	Schmitt & Co., George	72	Wax, Theo. Leonhard	102
		Schmoller & Bompard	107	Western Novelty Mfg. Co.	102
		Schultz Lightfoot Co.	30	Wheaton Co., T. C.	
Orbis Products Trading Co.	44 and 45	Scientific Utilities Co.	37	Insert between pages 88 and 89	89
Owens Bottle Co.	47	Seovill Manufacturing Co.	107	Wheeling Stamping Co.	92
Oxyn Company	119	Seve Lefevre & Co.	93	Whitall-Tatum Co.	51
		Shipkoff & Co., T.	89	White Metal Mfg. Co.	36
Pallas Mfg. Co.	58 and 59	Societe Chimique du Rhone	116	Whiting-Paterson Co., Inc.	94
Pappazoglu & Co., Botu	98	Smack Co., A. D.	120	Whitaker, Clark & Daniels, Inc.	108
Insert Inside Front Cover	79	Sonneborn Sons, Inc., L.	89	Wirz, Inc., A. H.	Outside Back Cover and 11
Parento Compagnie	80	Sozio, J. & E.	51 and 86		
Parsons, M. W.	44	Sparhawk, Chas. V.	114	Young Bros.	84
Pasquale & Co., Fratelli de.	62	Standard Oil Co.	117	Yvon, J.	96
Pascale Metal Ware Company	80	Standard Specialty & Tube Co.	73		
Peerless Tube Co.	85	Stanley Mfg. Co.	113	Zagara, La.	Insert between 48 and 49
Pennsylvania Oil Co.		Stokes Machine Co., F. J.			

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